

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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VOL. XCIX.

NEW YORK, JUNE 25, 1921

No. 26

Announcing

THE WASTED GENERATION

By

OWEN JOHNSON

☞ The best novel Owen Johnson has written.

☞ The finest American novel in years.

JUL 2 1921
To be published in August

R. R.

LITTLE, BROWN & COMPANY, Publishers, BOSTON



Outstanding Juveniles for 1921

The Royal Book of OZ

By L. Frank Baum

The fourteenth of Mr. Baum's famous stories of the wonderful Land of OZ is in every way satisfying. The story sparkles with fun and strange adventures. The familiar and delightful OZ people meet some new and charming friends and discover some strange and amusing countries. John R. Neill's pictures in colors will entrance the kiddies. Childhood's big book is the annual OZ book. (*Published May 25*). \$2.00 net.

The Teenie Weenie Man's Mother Goose

A new and different Mother Goose, containing more than 700 rhymes—double the number presented in current Mother Goose books of other American publishers. More than 100 pictures—including 12 full color pages—by William Donahey, the Teenie Weenie man. Mr. Donahey draws pictures that make youngsters shout with glee. (*Ready in July*) \$2.00 net.

Sunny Sam

By Frank Farrington

A fanciful and amusing story about a little boy whose smile had magic power, who led a strange company of friends in search of a pot of gold at Rainbow End. Beautiful and unusual pictures in full colors by E. R. Kirkbride. (*Ready in July*). \$1.75 net.

The Teenie Weenies Down the River

By William Donahey

With many full page pictures in colors by the famous Teenie Weenie man. Uniform with Mr. Donahey's highly successful book, "Adventures of the Teenie Weenies," published late last year. Highly entertaining books for very little children. (*Ready in July*). \$2.00 net.

Adventures of the Teenie Weenies

Mr. Donahey's first Teenie Weenie book—published in 1920. A big holiday hit and still selling strong wherever kiddies' books are sold. \$2.00 net.

Peter and the Princess

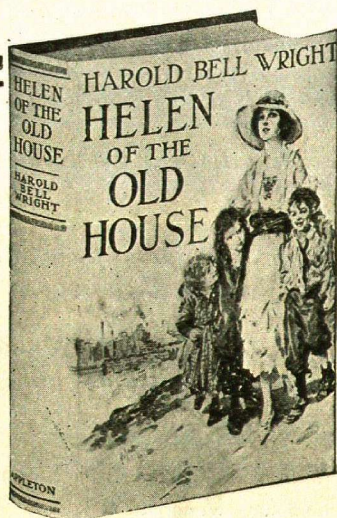
By Carl H. Grabo

A fairy story of infinite charm and distinction, with beautiful illustrations in full colors, from paintings by John R. Neill. Mr. Grabo's story, published late in 1920, was instantly recognized as a work ranking with the standard children's classics. "Peter and the Princess" is really a Five Dollar book but is priced at \$2.50!



The Book of the Year

Harold Bell Wright's



*To be published
in August*

Helen of the Old House

His greatest novel. After reading the completed story the publishers have no hesitancy in stating that it possesses every qualification for a success even greater than its own author's previous world-beaters. The most popular author in the world has written the story of an American girl, whose fine, sweet nature was only deepened by changes in her worldly position. It is a wholesome story, picturing life in an industrial center, and shows the very best of American womanhood. "Helen of the Old House" will hold its readers breathless.

\$2.00 net.

Have you ordered the dealer helps which spur the certain and the possible Harold Bell Wright buyers alike to buy "Helen of the Old House," the book they want, from you?

D. APPLETON
NEW YORK



AND COMPANY
LONDON

Mr. Edward Morehouse will be at the Congress Hotel during the Book Fair, presiding over our second appearance.

A year ago we said the list he then had was "important and would be pushed" and that "the leading novel would be Sinclair Lewis's 'Main Street' (incomparably the most important novel he has done.)"

We believe this year's fall list is even better.

We do not believe any dealer can be induced to buy enough of Lytton Strachey's "Queen Victoria," and we have doubts as to whether we can print and bind enough of them to supply the demand this summer, but you and we will sell over 50,000 of this five-dollar book before Christmas.

We expect to sell over 100,000 more Main Street this year. It is being talked about and written about more than ever,—and this fall

The play—Main Street

The moving picture—Main Street

The song—Main Street

Dorothy Canfield's The Bent Twig had its best sale the fall of its second year. We believe The Brimming Cup will have its best sale this coming season, as it reaches the multitude of women whose story it portrays. The second best seller in April and May.

We hope you have noticed that these books have been consistently and liberally advertised. They will continue to be advertised and pushed in every way.

And a similar effort and expenditure will be behind the new fall books.

Don't try to tell Mr. Morehouse that business is slack. We know better.

Our only trouble is to get the books to fill your reorders.

HARCOURT, BRACE AND COMPANY

1 West 47th Street, New York



“MIRRORS are but surface things, giving back only the outer part of what is reflected therein. As for me, I dream of some more subtle instrument that will show me not the surface but the soul.”

HOUGHTON MIFFLIN COMPANY

take pleasure in announcing for Fall publication a unique collection of “close-ups” of our leading public men at Washington, which promises to be not only one of the most important books of the season but one of the most popular as well.

LIKE the wily crustacean or the knight of old, the public man of today finds it necessary to adopt a sort of defensive shell or covering, to “put on a front” in the parlance of the street. In this book more than a score of the national leaders whose faces, whose words, and whose deeds fill so large a part of our public prints, are neatly relieved of their protective coverings and transformed from mere figures or stuffed abstractions into living, breathing, human beings, not, on the whole, so very different from Smith or Jones with whom you golf on Sunday.

WRITING from intimate first hand knowledge (he has lived at Washington on close terms with our public men through four administrations), with a steady play of humor and with an uncanny gift for unveiling the true character of the men of whom he writes, the author has produced a book as illuminating as it is delightful, one that will be read with sheer enjoyment and that will give every reader an altogether new impression of our statesmen.

THE author and title of this notable book will be announced later.

By the author

COQUETTE FRANK

C On a larger and more difficult scale Mr. Swinnerton has repeated the triumph of **NOCTURNE**. Anyone who reads this vivid narrative of an intense and emotional girl confronted with extraordinary circumstances will agree that the figure of Sally Minto is a truly notable creation in modern fiction.

SIGHT UNSEEN and THE CONFESSION

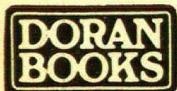
Mary Roberts Rinehart

Author of A POOR WISE MAN, etc., etc.

Ready August 1st

From the days of "The Circular Staircase," onward, Mary Roberts Rinehart has successfully gratified the yearning of a very large public for tales of mystery and crime. "The Bat" is New York's most successful mystery-detective play and here this same author in her best vein presents two highly entertaining, alluring, exciting stories. You have a few hours' relaxation—an excursion into the shadowy and mysterious! This book does the trick.

\$1.75



GEORGE H. DORAN COMPANY, *Publishers*

of NOCTURNE

E T T E

SWINNERTON

CIn a story which by its compressed power and human emotion gives the illusion of years of passionate experience, Mr. Swinnerton shows us a brief period in Sally's life, a period in which Sally faces the dilemma of choosing between the gratification of material comfort and her heart's desire. *Now Ready. Net, \$1.90*

Other Late Important Publications

THE LITTLE RED FOOT

Robert W. Chambers

A romance that stands with *CARDIGAN* as a fresh and stirring portrayal of life, love and adventure in a young land. **\$1.90**

PAWNED

Frank L. Packard

The author of *THE MIRACLE MAN* and *THE ADVENTURES OF JIMMIE DALE*, etc., has surpassed himself in this absorbing adventure-romance of the South Seas and New York's Eastside. **\$1.90**

THE EDUCATION OF ERIC LANE

Stephen McKenna

The story of a brilliant figure in that amazing group which Mr. McKenna has presented with such penetrating analysis in his novels of London society. By the author of *SONIA*. **\$1.90**

MORE LIMEHOUSE NIGHTS

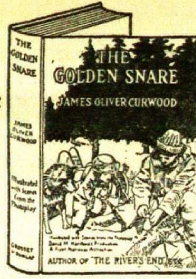
Thomas Burke

The author of *LIMEHOUSE NIGHTS* and the famous pictures of *BROKEN BLOSSOMS* and *DREAM STREET* has written more of his tales of that strange London quarter of romance, tragedy and humor. **\$1.90**

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Your**



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This gripping story of Bram Johnson and his Wolves—of Philip Raine and the beautiful girl of mystery he found so far from civilization—will appeal to all men and women who like high romance and breathless adventure in a setting of the “Land of the Midnight Sun.”

Read the story yourself—and you'll catch our enthusiasm for pushing it to big sales. There are thirteen other Curwood titles in Popular Edition.

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Kazan

Baree, Son of Kazan

The Danger Trail

The Flower of the North

The Grizzly King

Back to God's Country

The Hunted Woman

The Courage of Captain Plum

The Wolf Hunters

The Gold Hunters

The Courage of Marge O'Doone

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When her publishers announce a new book by Gene Stratton-Porter every book-seller from coast to coast *knows* why he is exceptionally interested. And you may be sure his reasons are well founded.

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ON AUGUST SEVENTEENTH, a new novel by Gene Stratton-Porter. It is a rousing good romance of sunny California. It has all those characteristics which have distinguished her work with the applause of a vast following.

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Information of our sales campaign sent you on request

Doubleday, Page & Co.



Garden City, New York

REMEMBER

Gene Stratton-Porter Day

HER FATHER'S
DAUGHTER

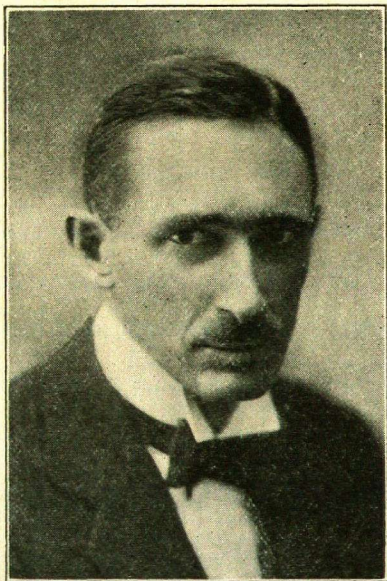
by Gene Stratton-Porter

AUGUST 17th

Harper & Brothers

take pleasure in announcing that they
have become the publishers of

GEORGE AGNEW CHAMBERLAIN



Author of
"White Man"
and
"Home"

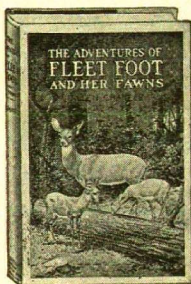
"COBWEB," his greatest novel, which
is now appearing serially, will be pub-
lished by the Harpers during the autumn.

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The Nationally Advertised Line

THE ADVENTURES OF FLEET FOOT AND HER FAWNS

By Allen Chaffee. Cloth. Illustrated.
128 pages. Price, \$1.00



A true-to-nature story of a mother deer and her little ones. Many are the adventures of Fleet Foot and many and inspiring are the lessons taught her fawns by reason of those adventures.

Every child will read this book with real delight, and in doing so will learn much about the deer and other familiar animals of the forest and field.

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By Carolyn Sherwin Bailey.

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Every child loves to laugh, and the good "funny" story is not only the child's right, but his need. This collection of humorous stories supplies, not only entertainment for boys and girls, but each of its pages carries a hidden lesson made permanent in the child's heart through the fine, sure philosophy of laughter. The author has drawn upon practically every source, old and modern, for the best in child humor. The stories are classified under the important headings of those child interests which, properly fed, influence his future life.

THE TORCH OF COURAGE AND OTHER STORIES

By Carolyn Sherwin Bailey.

Price, \$1.00.

Courage,—personified by a blazing torch in the hands of a peasant lad—spreads through the hearts of the village folk and inspires them to heroic deeds and kindly acts. The book also contains nine other short stories, all new, and written in Miss Bailey's graceful and impressive style.

TWINKLY EYES AND THE LONE LAKE FOLK

By Allen Chaffee. Cloth. Illustrated.

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More true-to-nature stories, the scene laid in the North Woods where Baldy the eagle and the Fish Hawk and Kingfisher families can still best the mere human angler at landing a speckled trout, and where that little black rascal, Twinkly Eyes, the bear, and Mother Black Bear and her two new babies have new adventures.

TWINKLY EYES AT VALLEY FARM

By Allen Chaffee. Cloth. Illustrated.

Price, \$1.00.

When Twinkly Eyes, the yearling cub, visits the sugar camp once too often he finds himself in a trap, and the boy from the Valley Farm takes him home. The little black rascal gets into 57 varieties of trouble and finally wins back his freedom.

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By Charles Pendexter Durell. Illustrated by Harold Brett.

Price, \$1.50.

A city boy, Samuel Hotchkiss, forced to spend a summer on Cape Cod, begins his visit with a complaint about the dullness of the place. He soon becomes acquainted with Uncle Seth, a retired sea captain, owner of a cat-boat called the "Cynthia B," and from that day forth Sam's vacation is filled with more adventures than he had ever hoped to experience. Interwoven with the main story are many stirring tales of the old Nantucket whaling days, all founded on facts.

RICK AND RUDDY IN CAMP

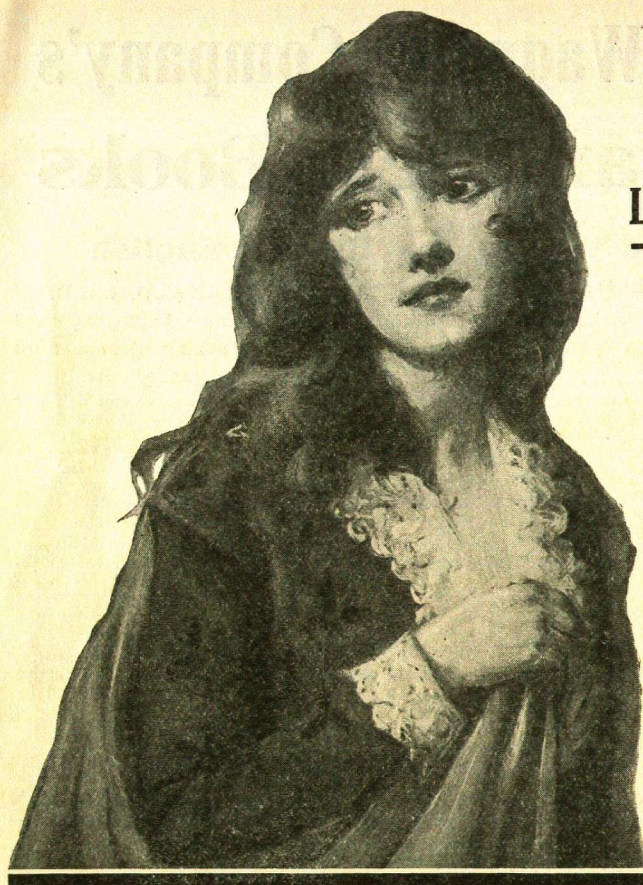
By Howard R. Garis.

Illustrated by Milo K. Winter.

Price, \$1.75.

Rick Dalton and Ruddy the dog go camping with a troop of Boy Scouts. Their adventures, afloat on a nearby lake and blazing new trails through dense woods, are further enlivened by the discovery of a mysterious cave and by encounters with unfriendly neighbors in an adjacent camp.

MILTON BRADLEY COMPANY SPRINGFIELD · MASSACHUSETTS



THE BRETT LORNA DOONE

"Mr. Brett has portrayed with rare sympathy the fearless child of the wind swept moors, with pathetic eyes that have gazed over wide spaces and absorbed the mysticism of the stars"

A new de luxe edition of Blackmore's famous classic

LORNA DOONE

Abridged for juvenile use by *Carolyn Sherwin Bailey*

This beautiful volume of Lorna Doone is published in answer to the demands of librarians for an edition of this famous classic adapted to the needs of juvenile readers. The text itself is unchanged, reprinted from the original, except that by judicious elimination of some of the lengthy descriptive matter, the action is quickened and the interest of younger readers more easily sustained. In the beautiful colored pictures Mr. Brett has caught and symbolized the influences and environment of the real Lorna Doone as no artist has ever done before. His portrait of the heroine leaves an impression of beauty and character which will ever remain in the memory synonymous with the Lorna Doone the author has given to the reader.

Price, \$3.50

Bradley Quality Books
for Children

**MILTON BRADLEY
COMPANY**
Springfield, Massachusetts

Funk & Wagnalls Company's Important New Books

Will-Power and Work

By JULES PAYOT, Litt.D., Ph.D.

Authorized Translation by Richard Duffy

This helpful and stimulating book is by the author of the famous "Education of the Will," a literary classic that has passed through more than thirty editions. As its title implies it deals with the development of that practical energy that makes for real success in life.

In this new volume Dr. Payot expands and amplifies the teaching of his popular earlier work and covers the whole subject of the theory and practise of self-culture in a most lucid and convincing fashion.

Here he teaches us how to read systematically and intelligently, how to build up a dependable memory, how to obtain thorough control of the will, and how to supplement or counteract the weak points in our education. A clear, common-sense, readable volume replete with wisdom of the most practical kind.

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Recollections of the Empress Eugénie

By AUGUSTIN FILON, Tutor to the Prince Imperial and close friend of the Empress for fifty years.

A royal tragedy of the most moving description is now given to the world in this intimate biography of a brilliant and unhappy soul. The life story of this ill-fated and much discussed woman is here recorded by an eye-witness of and participant in the great events described, which gives it a high value as an authentic piece of history.

This first-hand narrative, withheld until Eugénie's death, throws a new light on her character and that of Napoleon III, gives in detail the romantic story of her marriage, tells of French court intrigues, her regency during the Franco-Prussian war, her flight to England, her negotiations with Bismarck, the deaths of her husband and son, and many other matters connected with the fall of the Napoleonic dynasty.

Large 8vo., illustrated by 8 full-page plates,
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Historic English

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Author of "Synonyms, Antonyms, and Prepositions," "A Working Grammar of the English Language," etc.

This scholarly and informing volume is more than a history of English speech. It is a quick, sweeping, and fascinatingly interesting résumé of the history of the English people as seen in the development of their language. Those who love their Emerson, Holmes, and Henry James will find in this authoritative work no lack of the graces that distinguish these masters.

Dr. Fernald's flowing style, his infectious enthusiasm, his broad scholarship, and his selection of graphic illustrations to point his arguments all combine to present in illuminating fashion the vital facts bearing on the origin and growth of our mother tongue.

Written by a man of wonderful versatility, marked intellectual vivacity, and an intuitive sense of style, "Historic English" is marked by a very rare quality of charm and elegance.

12mo., cloth, 293 pp. \$1.90, net

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Here are 20,000 facts on makers of history, art, literature, science, and religion. This little book gives you the dates of birth and death (wherever authentic information is available) of ancient, medieval and modern celebrities of all sorts; dates of famous battles; names from mythology; names of characters in well-known books; and much other valuable information.

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This useful little book contains 1,000 hints on the proper usage of many idioms and commonly employed expressions. It lists many words that are frequently mispronounced, distinguishes between the meanings of similar words, gives a number of grammatical rules, illustrative examples of right and wrong usage, distinguishes between the meanings of "shall" and "will," and offers much practical advice on various niceties of speech.

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AN EXACT SCIENCE

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(WHO SPENT FORTY YEARS AND TRAVELLED THE WORLD OVER IN PERFECTING HIS WORK)

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BOOKMEN'S

14th ANNUAL

FIELD DAY

FRIDAY
JULY 8th



Beverly Country Club
Chicago

Bigger and Better Than Ever!

An Advance Notice



Autumn Publications

of



The Atlantic Monthly Press

A MAGNIFICENT FARCE, AND OTHER DIVERSIONS OF A BOOK-COLLECTOR

A. Edward Newton, originator of the far-famed slogan for booksellers, "Buy a Book a Week," has written another collection of essays of the same character as those which won for his previous volume. "**The Amenities of Book-Collecting**," such remarkable success that it is now in the third large edition. Similar in form to his first book, this second volume will also be profusely illustrated from the author's own rare collection. *To be published September 1st. Price \$4.00*

THE GREAT QUEST

Last Fall we published "**The Mutineers**," by a new author, Charles Boardman Hawes. Although written for older boys, this stirring tale of adventure brought many enthusiastic comments from booksellers who had read it with much interest and planned to keep the book in stock at all times. In this second book Mr. Hawes shows an even greater mastery of the art of absorbing narrative. George Varian is also the illustrator. *To be published September 1st. Price \$2.00.*

LIFE AND LETTERS OF HENRY LEE HIGGINSON

Major Henry Lee Higginson, founder and sustainer of the Boston Symphony Orchestra, friend and benefactor of Harvard College, true patriot, and valuable citizen, was one of the notable Americans of his generation. His friend, Professor Bliss Perry, of Harvard University, has written the record of this abundant life with a full measure of sympathy and charm. *To be published October 1st. Price to be announced.*

THE SEVEN AGES OF MAN

A new collection of essays by Ralph Bergengren, author of "**The Comforts of Home**" and "**The Perfect Gentleman**,"—no less humorous than these but with a seriousness of suggestion which will give this new volume a place of its own. Mr. Bergengren is also author of our very successful juvenile, "**Jane, Joseph, and John**." *To be published September 1st. Price \$1.25.*

Note: Our representative, Mr. James L. Crowder, will be at the Palmer House during the Book Fair, and will be glad to tell you more about these books. His permanent address is 975 McClurg Building. You will find there a complete selection of Atlantic publications. Inquire, also, about our Fall juvenile list,—**Zodiac Town, Many Children**, and other new books not listed here.

THE ATLANTIC MONTHLY PRESS

Boston

HALL CAINE No. 3



"Old friends are best" — Since 1885 American booksellers have tested the "mettle" of Hall Caine's novels and have found them worthy. He has ever led a big book season and in this perplexing year will do so again.

August First

HALL CAINE'S THE MASTER OF MAN

Caine's brilliant pen also served

"Well done" said the British Government to Hall Caine for his services during the War and in addition made him a Knight of the Empire. It is not generally known but Sir Hall Caine was of the greatest service in cementing the friendship of America and Great Britain. It was not until after the War that he finished his new novel.

HALL CAINE'S NOVELS

have also received their just reward and have been translated into more foreign languages than any other modern books. They have enjoyed the greatest popularity in America and several of them attained a sale of one-half million copies each in the English editions alone and one to more than a million copies. Seven of them have been dramatized and have held the stage for many years. Since the time of Charles Dickens no novelist has won and held the affections of such an immense popular audience. They are written from the heart and make an appeal directly to the hearts of readers of every intelligence and nationality.

WRITE FOR WINDOW DISPLAY MATERIAL, IMPRINT CARDS, ETC.

J. B. LIPPINCOTT COMPANY, Phila.

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

June 25, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

State Street or Michigan Avenue?

WHEREVER there is discussion of the increase in book ownership and book reading, whether it be Chicago, New York, or the Far West, it is never to be forgotten that it is as important to find a way to increase the book buying habit on State Street as on Michigan Avenue, on Sixth Avenue as on Park Avenue, on Market Street as on Grant. Such a trade event, then, as the Chicago Book Fair is of special importance because the large part of those who gather, both the publishers making their production plans and the distributors of varied types, are especially interested in the problem of getting the right books and the right method of distribution to suit the great mass of American people. The great denominational houses with their wide scattered clientele, the large mail-order houses with their ramifying connections, the large department stores and the smaller ones from scattered cities can study the problem on this occasion.

By far the larger amount of book discussion and comment in our literary papers has to do with the reading habits and interests of a small book audience alert for the new and interested to weigh and to criticize, but a large and less easily reached group forms a great area of book consumption into which book distribution must reach to obtain large totals of sales on staples, juveniles and current books.

On the improvement of the machinery for bringing books to this great public the best thought of the trade should be concentrated. The methods that can be recommended to booksellers in this field are not spectacular nor dramatic. The thing that will make books flow into these areas is the making of the bookstore into a substantial community institution fulfilling a real function that the people would not willingly have withdrawn, not the mere reaching out to them spasmodically with some striking title or special sale, but the

supplying them day after day with things they really want. The problem is not to create a book public, but adequately to serve the growing needs of a public which has not had books fully presented to it.

A book department store owner in a city of some 40,000 recently complained that his selling of books has not proved important or successful and asked for advice. He had never carried any real stock of books but had been a hesitant experimenter with a small stock only half kept up to even a small pretence. No public within mailing distance of a large book center will be satisfied with such attention, and, with the present renaissance of book interest, a city of 40,000 will support a live department if it is undertaken energetically and intelligently.

The task of the publisher's representative now is not only to sell but to see that the distribution system receives all the fresh and constructive ideas that can be brought to it. If all the ways for display and promotion are kept open, the book-trade as a whole will continue to present steady growth. Within the area of the Middle-West there are dozens of cities in which there have been only slight experiments in real book salesmanship, and the steady improvement of these outlets is one of the most interesting opportunities that the trade will face in the next five years.

Late Buying

A RECENT dispatch from Chicago commenting on business conditions states that "A year ago this time, buying of commodities for fall trade had practically finished, while this season it is just getting well under way. Sales for the past week exceeded the volume of last year both in value and quantity." This comment on the buying situation gives an accurate picture of the conditions in most lines that are usually active for fall retailing. Every producer of retail merchandise would probably say that the scarcity of goods during 1919 and 1920 made it possible for him to get the attention of buyers at a far earlier date than had formerly been the case. This was needed as a help to the generally strained situation and the same custom would be desirable as a permanent feature of trade as an aid to the stabilizing of year-round production if it were possible for retailers always to estimate their needs so far ahead.

Publishers of staple lines for fall who have compared orders for this year with last are generally reporting considerable falling off in the totals, and yet more than one house is optimistic enough to believe that by the first of August orders will reach the total shown in last year, for by that time the buyers who have been holding off will have sized up the situation and be willing to plan definitely for fall needs.

A recent report from one of the Federal Reserve districts showed that while the change in total net sales for the first four months of the year was two per cent less than the year before, the stocks on hand on May 1st were 21 per cent less than the year before. This active stock reduction is very commonly reported and means that in many sections the stocks are in such shape that the dealers can look to fall buying with fairly clear shelves.

The result of these conditions in the book business means that while last year at the time of the Chicago Book Fair a large part of the buying in the Middle West had been completed, this year a heavy proportion of it is still to be done. This will be a selling factor in this gathering that has not existed recently, which will help to make the meeting of unusual interest, and, with the improving conditions in production and deliveries, orders placed at this time ought to be sure of completion for fall business. It will not be at all surprising if those publishers who have prophesied that August 1st will see the total sales up to those of last year will be feeling sure of their prophecy before that time.

Staying with One Publisher

THE question of the gain or loss to an author by staying with one publisher is often discussed in the book-trade, and there can, of course, be no positive pronouncements on the subject that would be applicable to all cases, but in instances where the publisher has been successful in building up an author's sales and reputation and proved himself continually alert in keeping the new books to the front there is an undoubted gain from the practical point of view in having the continuance of the connection.

An interesting instance of how closely one author is connected with his publisher can be seen in the recent printing of an advertisement

of a new Oppenheim book without the publisher's name. This is good advertising from the retailer's point of view, as it directs the sale directly to the bookshop, (and there is no bookshop that will not have a new Oppenheim). At the same time, the reader who enjoys knowing the imprint of the books he buys will have little doubt as to what imprint he will find on an Oppenheim book.

The same is true of such a continuous seller as William J. Locke. Probably no two English writers hold a more steady level of good sale than these two, and yet both of them have relied for this steady market on the publicity and sales efforts of single publishers, who quite apparently have not allowed their interest in this promotion work to grow stale merely because they had had other works from the same source.

Books as News

NO publisher could ask more in the way of publicity than to have a double column review of his book on the front page of a big metropolitan paper. This is what has been done several times recently by the New York *Post* when the Managing Editor felt that a book had sufficient public interest to warrant this and where the reviewer's name attracted attention as well as the name of the book. The Lansing book was so taken up on publication, and this month a review of Will Irwin's "The Next War" by Senator William E. Borah took a front page position. One does not need to be a member of the book-trade to find in such a review by such a public figure as interesting an item as anything in the paper. Lytton Strachey's "Queen Victoria" reviewed by Christopher Morley also appeared on the front page.

Chicago Field Day July 8th

THE date for the annual gathering of the Middle-Western book-trade and publishers' representatives has been set for Friday, the 8th of July, and the Beverly Country Club is to be the place of the meeting. This annual feature has become a much loved fixture in book-trade events, and the Committee by hard work has been able to make satisfactory arrangements for the accommodation of the event. The Field Day subscription will include the fare to the ground, luncheon, golf and athletics, and allowance for prizes for various events.

A Short History of Printing

By Carl P. Rollins

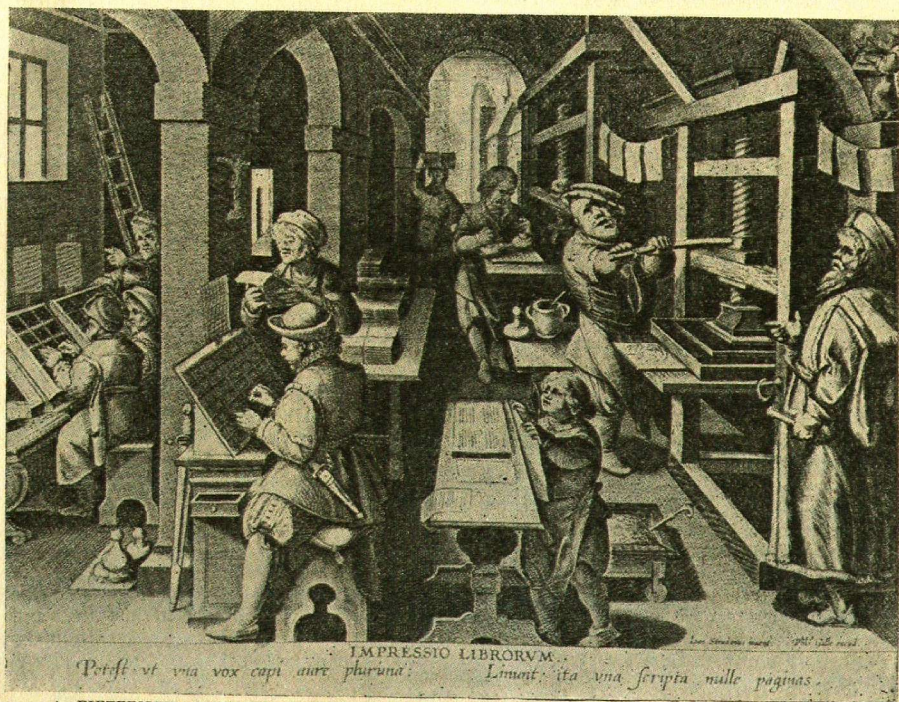
Printer to Yale University

II. The Spread of Printing in Western Europe, 1462-1500

[Part I. To 1562—The year of the Flight of the Printers from Mentz appeared in the June 11 issue].

A DECADE after the invention of printing by Gutenberg, the art was practiced, so far as can be determined, by not more than half a dozen printing offices, and these all located in or near Mentz (Mainz). Whether the first users of movable types still carried on the art in Holland it is impossible to say,

for its operation were somewhat cumbersome and numerous, even from the first. Albert Dürer could practice his engravings anywhere: his tools were simple and easily transported; but the operation of making punches, matrices and molds, casting type, erecting a press, and printing sheets, required time and some money, even under the simple system of printing which was then in vogue.



A FIFTEENTH CENTURY PRINTING OFFICE SHOWING ARRANGEMENTS PRESUMABLY LIKE THOSE OF THE DAYS OF GUTENBERG, FUST AND SCHOEFFER

tho we shall see that there is some reason to believe that this may have been the case. But in Germany, Fust and Schoeffer were at work with Gutenberg's old plant, which Fust had taken over in satisfaction of his claims for money advanced; Gutenberg was at work with a new plant: both these offices being in or near Mentz. At Strasburg, John Mentelin and Heinrich Eggstein had set up establishments, and Albrecht Pfister was at work in Bamberg. No other presses are certainly known at this date. In the natural course of events the spread of the art would be slow, hampered by a certain mystery about its practice, and by the fact that the tools required

However, the spread of printing in Europe was greatly hastened by events in a little war carried on by Adolph, Archbishop of Nassau. If it be true, as Lowell says, that "Gutenberg's gun has the longer range," the fact was not apparent to the citizens of Mentz on October 28, 1462, when the troopers of Adolph were turned loose to sack and pillage the city. Prince Bishops of the church were not given to the spread of light and learning as an ordinary activity, but now the workmen of Fust and Gutenberg fled the city under the impulse of military commotion, and scattered in all directions, to set up their presses in the cities of Germany and Italy. These workmen

were apparently skilled in their craft, and set about the erection of printing establishments on the lines of those of Mentz. By 1476, so wide-spread was the dispersal of the printers that books had been issued from scores of cities in Western Europe, Cologne, Rome, Basle, Augsburg, Venice, Nuremberg, Paris, Florence, Foligno, Utrecht, Alost, Bruges, Barcelona, Valencia, London, had all seen the new art established within their walls, and the finest shapes of Roman letter had been developed in Italy. From Gutenberg's first bible to Jensen's death is but thirty-five years: a generation saw the birth of printing in a small German city, its dispersal to all the civilized parts of Europe, and the life-work accomplished of some of the greatest printers. It was truly a magnificent burst of genius.

Three Great Discoveries

As soon as the secrets of the new art were scattered by the fleeing workmen of Mentz, there came a rapid multiplication of printers. Ulric Zell was one of Gutenberg's workmen who took up his residence at Cologne, and from there issued a prodigious number of books, mostly without his name in them. But he is of interest to us for other reasons than his actual book output. For years his printing office was a training school for apprentices, who carried the glory of the art to all corners of the world; and here it is quite probable that William Caxton saw the printers at work when he visited Cologne in 1471, tho it seems doubtful if he learned the art there. It is from the testimony of Zell, writing in 1499 that the Gutenberg claim to the invention is mainly derived.

All of the principal cities of Germany received the printers and offered them asylum. To Nuremberg came "one of the Mentz printers," Henrich Keffer, who in 1470 signalized his venture by making his first publication a tract on the Song of Solomon by an early contemporaneous writer. This was an exception to the practice of the first printers, who printed almost exclusively the works of antiquity. But nowhere could the art of printing have been more enthusiastically welcomed than in Nuremberg, where craftsmanship of all kinds was honored and fostered, and a record of artistic production established which has never been equalled. That great company of which such names as Albert Dürer, Viet Stoss, Michael Wolgemut, Adam Kraft, are typical, prove the hospitality of the city toward the arts: it is not surprising that the remarkable *Theuerdank* (in handsome type with great flourishes) was issued from Nuremberg (tho printed by Hans Schoensperger at Augsburg, with type cast by Jost Dienecker of Antwerp, Anno 1517, and therefore somewhat later than our present dates); or that the wood-engravers of Nuremberg could produce the most admirably illustrated book which we meet with until the great days of the French press, in the next century. This was the Nuremberg Chronicle, *Hartmann Schedels Weltchronik*, printed in 1493 by Anthony Koburger, the second and

perhaps greatest of the city's printers. The chronicle was illustrated with some two thousand wood blocks, and marked the lead which the city assumed in the production of illustrated books. Such was the spread of the art in Nuremberg that from 1470 to 1500, twenty-five printers had received the rights of citizenship, and Koburger had over a score of presses at work, and had reached out to form alliances with Froben at Basle and Aldus at Venice.

Augsburg, Spire, Strasburg, Basle—all these cities had presses by 1470, Gunther Zainer of Augsburg in that year printed the first German book in Roman type, but a year after the first appearance of Roman, in Italy in 1469. John Mentelin, of Strasburg, was the first printer-publisher to issue a catalog, while Heinrich Eggstein, of the same city, issued in 1466 the first bible in German. If the first books were in Latin, the press early adopted the vernacular: printing has always been an exceedingly democratic art. Few of our modern inventions have done so much to help the world and so little to harm it. In this particular, printing and the mariner's compass may be considered as highly beneficent devices, while the third great discovery so often linked with them as determining agents in our modern world—gunpowder—has been an unrelieved calamity. The printer's place as a dispenser of light, a servant to knowledge and a preserver of all the arts, has been apparent from the first.

When Printers Were Publishers

John Gutenberg and some others of the scattered printers were back in Mentz again within a few years, and the printing office which he started lasted for a century. Gutenberg himself died in 1468. One of Fust's apprentices, Berthold Ruppel, carried the art to Basle, and here we come upon a melancholy trail. In 1471, six years after Ruppel set up his press, and after Basle had become a considerable center of printing, there occurred a strike of the compositors of the city. It "lasted for a couple of months, and was finally adjusted by the arbitration of the authorities of the town, certain concessions being made by both the masters and the employees." So the lot of the employer was hard from the first. But the great name in Basle printing, however, is that of John Froben. Probably more than any other man except Aldus, he furthered thru his publishing activities the development of scholarship and literature. Usually in the first hundred years of printing's history the great printers were artists and wise publishers at the same time: art and letters went hand in hand thru the presses of Jensen, Aldus, Robert Stephens, and the Elzevirs.

It is time to turn from Germany to the rest of Europe, and see where and by whom "the new art of printing" as the Sorbonne professor, Fichet, termed it, was spread abroad. The Renaissance had been at work in Italy for some years, and it is not surprising that it welcomed the new art with open arms.

The Abbot Turrecremata, a Spanish prelate, who, it is said, first suggested the Inquisition to Queen Isabella (a suggestion which bore sad fruit under the diligent care of the Abbott's

of him and his work in the next chapter.

Other cities of Italy soon established presses, fostered by the protection which the city republics were able to give to the craftsmen.

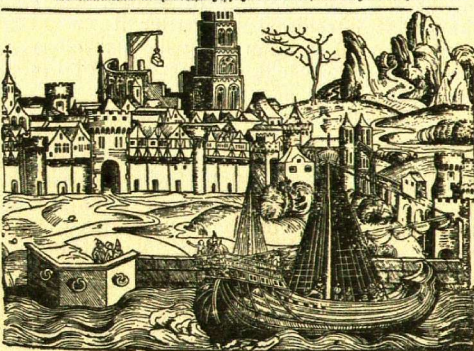
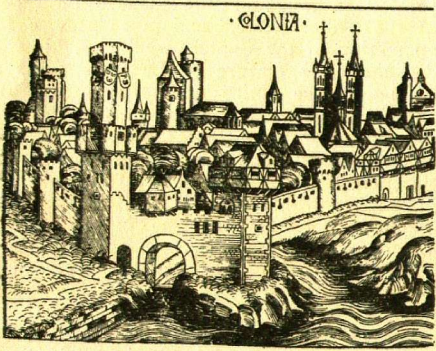
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TWO PAGES FROM THE NUREMBERG CHRONICLE. FROM THE COPY IN THE LIBRARY
OF YALE UNIVERSITY

more famous kinsman Torquemada) nobly redeemed himself when in 1464 he invited Conrad Sweynheim of Mentz and Arnold Pannart of Prague, to set up a press in his monastery of Subiaco, near Rome. Here in 1464 was issued the first Italian printing—sheets of a church manual—followed in 1465 by the first book printed in Italy—a Latin Syntax. After two or three years at Subiaco, the two printers went to Rome, and set up the first press in that city, in the Massimi Palace. They ceased work in 1472, but that indefatigable friend of the press, Turrecremata, now a criminal, brought Ulric Hahn of Ingolstadt down out of Germany, and from thence on printing flourished in Rome: to such an extent, indeed, that before 1500 there were a score of presses at work.

Designer of Roman Letters

The beginnings of the brilliant history of the Venetian printing press were made, two years after Sweynheim and Pannartz went to Rome, by John of Speyer, but the first man of outstanding importance at Venice was Nicholas Jensen, a Frenchman. Jensen had been an engraver in the Paris mint who had been sent to Mentz by Charles VII to learn the new art. Returning to Paris to find his patron's successor indifferent to his new vocation, Jensen had finally gone to Italy, and in 1470 set up his press at Venice. As the first great designer of Roman letters, we shall have more to say

Luca, Foligno, Milan and Florence all had presses, but none equal to those of Rome or Venice.

Fichet, Founder of French Press

In 1462 Fust had gone to Paris to sell copies of the Bible of 42 lines, Gutenberg's bible of 1455. The competition of the MS. bibles had been hard to overcome. The older art was preferred by the rich bibliophile, and it was fifty years after the first use of movable types before they entirely superseded the pen. Whether Fust was regarded as a sorcerer on this occasion is not important, tho it is one of the choice old stories we would like to believe. It might well have been a serious matter to him, for they had burned a very famous "sorcerer" in France not so many years before. But sorcery or no, Paris had heard of printing, for the weak-kneed sovereign of Joan's time, Charles VII, having in 1458, heard of Gutenberg, had, as we have seen, sent a skilled craftsman to Mentz to learn the art. But owing to Charles's death, the distinction of founding the first French press belongs not to Jensen, but to Guillaume Fichet, librarian of the Sorbonne. In 1471 he lent his aid to the desire of Prior Heylein, and three printers from the city of Constance, Gering, Krantz, and Friburger, were brought in from Switzerland, and set up a press in the precincts of the Sorbonne. Due to the receptivity of the scholars of Paris, and to

the lack of restrictions on the output of the press, there were, forty years later, over fifty practitioners of the new art in Paris. It is interesting, but not particularly indicative of the position of the press in the different countries, that the art went into Italy at the invitation of the Church; into France at the behest of the University; and into England at no man's command, but carried thither by a sometime consul of the Wool Staple.

Light Literature and High Class Illustrations

Fichet was one of the first men to have his own work printed; indeed it was this which he had in mind when he encouraged the three printers to emigrate from Lake Constance; but greatly as he labored for the press, the atmosphere of the University proved not so stimulating as did the freer air of Lyons, where printing was introduced soon after it was at the Sorbonne. The latter insisted on theology and religion; Lyons took a lighter view of life as befitted its more genial climate and its culture of the silk worm, and there arose a remarkable group of printers and engravers. Says the historian: "They gave attention to the production of books in light literature, such as popular romances, legends, folk-songs, etc., printed, of course, in the vernacular, at a time when the printers of Paris and, for that matter, the printers of nearly all the other book-manufacturing cities of Europe were devoting their presses exclusively to theology and to the classics. . . . In connection with these romances and with some few other classes of literature, the book-makers of Lyons gave particular attention to the production of high-class illustrations. They used for the purpose the work not only of French, but of foreign designers and engravers. The printer Le Roys, for example, employed Holbein to design a new Dance of Death, and also to prepare a series of illustrations for the New Testament."

If we disregard the Coster invention of printing, the first recorded practice of the art in the Low Countries was at Alost, Utrecht and Louvain, in 1473. There are interesting and unexplained facts about the practice of typography in the Low Countries, as we shall see in the later section devoted to England, but from 1473 on, the press has a well-documented history, but a history devoid of artistic or other interest until we reach the date of Christopher Plantin's activity (1555). It was, however, at Bruges that the English press begins its career in the office of Mansion and Caxton, and the type of the Caslon variety originated in Holland. Starting with the black letter of the early German printers, we find that the early printers of Italy and France quickly superseded it with the more graceful Roman letter, a more elegant shape better suited to the genius of the Latin countries.

First Book Printed in England

It is to the low countries that English printing traces its roots. William Caxton, England's first printer seems to have learned something of the art from Ulric Zell's print-

ing office at Cologne, while he was there in his capacity of commercial representative of the English wool merchants, but it was at Bruges that he set up his press. He engaged Colard Mansion, a leading calligrapher of that city, to help him as foreman, and in 1475 they issued from Bruges the first book printed in English, the "Recuyell of the Histories of Troye." Unlike the first printers of Germany, Italy and France, who cast their own type, Caxton, with the instinct of the trader, bought his type from John Veldener of Louvain. After Caxton's departure from Bruges, in 1476, Mansion still continued to print books, but the more important partner went to England, and set up his press in that year within the precincts of Westminster Abbey. Here on November 11, 1477 appeared the first book printed in England—the "Dictes or Sayings of the Philosophers," and in 1478 came forth an edition of the Canterbury Tales. It was a distinguishing feature of Caxton's press that his books are noticeable for their appeal to persons of ordinary, every-day interests, rather than for any artistic or scholarly superiority. Indeed, it seems to have been only the threatened competition of rival establishments in London, which were set up about 1480, which compelled Caxton to bring in a continental workman with the finer standards of printing there in vogue. This was his foreman and successor, Wynkyn de Worde.

Dutch Influence

Printing at Oxford began in 1478 (the old date of 1468 has been proved erroneous), when it seems to have been introduced by Theodoric Rood and Thomas Hunt, printers of the school of Cologne. The early work of the Oxford press resembles that of Ulric Zell of Cologne, while the early issues of the Westminster press are cruder and more like their Dutch prototypes. There is something yet to be explained about the early printing of the Netherlands quite aside from the partisan interests of German or Dutch historians. The crude and simple printing of the Costeriana (or early undated books issued in the Low Countries, and grouped for convenience around the name of Coster) seems to be the prototype of Caxton's work, rather than the art of Gutenberg and his scattered apprentices. But fascinating as the study is, it is not pertinent to our paper, which must confine itself to the commonly accepted dates and names.

The Screw Press

The years from 1462 to 1500 were prolific years in the new art. By the latter date presses had been established in all the major cities of Europe. The business of printing bibles and books of devotion or of biblical criticism had expanded, under the direction of such men as Aldus, Froben, Jensen and many others, into the great operation of publishing works in all fields of learning. Gutenberg's bible had spaces left for the insertion of initial letters by the calligraphers: by 1500 most elaborate

and ornamental initials had been cut on wood and printed with the type, either in black or in color. Not only that, but the craftsmen of Nuremberg and Lyons had evolved the cutting of wood blocks of pictorial design to a high degree of refinement, and illustrated books were to form no inconsiderable part of the issues of the press in the next century. In Italy the Roman letter had been developed, and the black-letter of Gutenberg's day had definitely been set aside by all the printers of Europe, except in Germany. Many handsome forms of black-letter were to appear, but its use on the generality of books was abandoned. Both vellum and paper were used to print on, but no advance in this direction, or in the inks used in printing, has ever been made. The printing machine of Gutenberg's day was, presumably, the simple, ponderous screw press which we see first pictured in a Lyons book of 1499. This press sufficed the printer for three centuries, practically unaltered. Aldus had presented the world with small books, a form which serves us today. And the time of the great printer-publishers had come. We will look at the work of several of the most noteworthy in our consideration of the Printing Supremacy of Italy, 1470-1530, in the next article in this series.

A List of Early Centers of Printing and the Dates When the Art Was Introduced

GERMANY			
Mentz	1450	Rennes	1485
Bamberg	1461	Rouen	1487
Strasbourg	1461	SPAIN	
Cologne	1465	Valencia	1474
Leipzig	1480	Barcelona	1474
Ratisbon	1485	Seville	1479
Munich	1486	Madrid	1499
Hamburg	1491	LOW COUNTRIES	
Offenbach	1496	Alost	1472
ITALY		Utrecht	1472
Rome	1465	Louvain	1472
Milan	1469	Bruges	1474
Venice	1469	Antwerp	1472
Bologna	1471	Brussels	1474
Ferrara	1471	Leyden	1483
Florence	1471	ENGLAND	
Naples	1471	London	1476
Genoa	1474	Oxford	1478
Turin	1474	St. Albans	1480
FRANCE		Copenhagen	1493
Paris	1470	Budapest	1474
Lyons	1473	Cracow	1491
Angers	1476	Lisbon	1489
Chartres	1482	Stockholm	1483
Tours	1484		

1921—A Buyers' or Sellers' Market?

THE frequently voiced contention that the book business is "different" from any other is not lacking in proof this year. Certainly none has experienced such difficulty in adjusting itself to the new conditions. At the first signs of a slackening demand, manufacturers in other lines have been able materially to lower their production costs which in turn enabled retailers to offer their merchandise to the public at a figure calculated to make it buy. From time to time there have been further price revisions, which, as everyone now knows, indicate the large profits made during the years of plenty.

Publishers, however, did not raise prices during this period to any such extent as would permit them materially to lower the prices of books now. In fact the present manufacturing difficulties make it an effort to maintain the present price levels. For, the slightly decreased cost of materials has been more than offset by the increased costs of labor, and the expense of selling has increased heavily.

Present prices, therefore, must be maintained and any disposition on the part of the public to buy less will have to be met with greater selling effort.

That the situation is yet a good one has been proved by reports which showed that the book business has not only been better in the first four months of 1921 than it was in the same period last year but that the prospect for the rest of the year is decidedly bright.

Judging from the replies received to a questionnaire sent out by the PUBLISHERS' WEEKLY

to some 200 booksellers the book business right now is in a remarkably strong condition. The result of the survey presents a better showing for the past month and a brighter outlook for the future than that of any retail business this year. Out of 105 replies from 79 cities, 75 dealers, or over 70% reported an increase in these four months over 1920. Only 20% reported a decrease, and 10% stated that business was on a par with last year, which everyone admits was the best that was ever had. Altogether there has been a common increase of from 10 to 20%.

It would seem then that reports of a heavy falling off in buying are exaggerated. To be sure the feverish buying activity of 1919 and 1920 has not carried over to 1921, and dealers are ordering more conservatively; but the present policy seems to be hardly so much one of retrenchment as one of delay; and, on the whole, purchases will be up to last year tho the larger part will be made perhaps later this year than in the past two or three years.

There is every indication that fall business in the bookstore will start earlier this year and what is more—that it will start with a rush. Four extraordinary selling campaigns—extraordinary as perhaps the most extensive ever attempted in the book business—are now being planned for release in August. In that month, D. Appleton & Co. will publish the new Harold Bell Wright novel, Doubleday, Page & Co. will have a new book by Gene Stratton Porter, Lippincott will issue Hall Caine's, "The Master Of Man," his first novel to be published in

eight years, and the Cosmopolitan Book Corporation will publish James Oliver Curwood's "The Flaming Forest" for which they have announced a 100% greater campaign than any they have made previously. With such big-selling titles coming so early in the fall season and with the issue later in the year of new books by Peter B. Kyne, Rose Macaulay, author of "Potterism" and Floyd Dell, author of "Moon Calf," it seems safe to predict for the bookseller the biggest fall in the history of the book business. . . . These are only a few of the important titles which will be offered for sale this year; but already there appear to be enough reasonably to assure the success of the season.

Publishers of juveniles, toy books and editions of standard authors,—the so called competitive lines—face a different and somewhat more serious situation. Not only must their prices always be maintained at the lowest possible level but their business must come early if operating costs are to be held down.

But attitude of buyers this year has in every way added to their difficulties. The disposition to put off buying until the last possible moment

has been very marked both at the Toy Fair in New York in March and at the one which was held in Chicago in April. This has necessitated more frequent traveling and displays, lasting longer than usual. And the increased selling expense is naturally making it harder to hold books at their present prices.

Just how long buyers can hold off placing their fall orders it is difficult to say. The Book Fair which will open next month in Chicago will probably indicate the buying attitude in the whole mid-west area. Nearly all the publishers of competitive lines will have displays, and a large number of buyers from the surrounding states—Indiana, Michigan and Wisconsin—are expected to attend. The Book Fair, because of the large number of publishers' displays, undoubtedly offers these dealers a splendid opportunity to buy better.

In normal times July marked the eleventh hour of fall ordering. This year when manufacturing conditions have increased the difficulty of filling orders or reorders very late July seems the very last minute in which buyers in the mid-west may purchase their stocks for fall.

The Chicago Book Fair Directory

WHAT is regarded as perhaps the most important test of the condition of the book market in the mid-west will be made at the Chicago Book Fair in July. Publishers of competitive lines,—juveniles, toy books and editions of standard authors—attach a greater significance to the event this year because of the marked hesitancy of buyers to place their fall orders at the Toy fair which was held in New York in March. The results they will obtain may, therefore, be considered fairly indicative of the buying situation in this rich book area.

The travelers who cover Chicago regularly are mainly the veterans of the road. The occasion of a "Book Fair" commands the services of the salesman of record, the man who, thru years of training, is thoroly groomed for the race for big business. A few yearlings, representing the newer publishers, will be in the line-up for a share of the stakes. Among those who will make things hum this year at the Palmer House and at the Congress it is interesting to study the following entrants and see how they "get away with it" during the warm weeks of July:

Appleton (D.) & Co.—E. Heikel, Auditorium Hotel.
 Atlantic Monthly Press—James L. Crowder, Palmer House.
 Barse & Hopkins—John H. Hopkins, Palmer House.
 Bobbs Merrill Co.—H. B. Runyan, Palmer House.
 Boni & Liveright—James L. Crowder, Palmer House.
 Brentano's—James L. Crowder, Palmer House.

Burt (A. L.) Co.—Theodore A. Jasper, Palmer House.
 Cupples & Leon Co.—Gallon, Palmer House.
 Dodd, Mead & Co.—Howard C. Lewis, Congress Hotel.
 Doran (George H.) Co.—H. R. Drake, Palmer House.
 Dorrance & Co.—James L. Crowder, Palmer House.
 Grosset & Dunlap—E. C. Ketcham, Congress Hotel.
 Holt (Henry) & Co.—Stanley Walker, Congress Hotel.
 Hurst & Co.—L. M. Levy, Palmer House.
 Lippincott (J. B.) Co.—Thomas H. Claggett, Congress Hotel.
 Little, Brown & Co.—Frank Jones, Congress Hotel.
 Lothrop, Lee & Shepard Co.—L. W. Adams, Congress Hotel.
 Macmillan (The) Co.—W. R. Kohr, J. G. Hamer, Palmer House.
 McKay (David) Co.—Alex McKay, Palmer House.
 Moffat Yard & Co.—John H. Apeler, Congress Hotel.
 Nelson (Thomas) & Sons—George Bachman, Palmer House.
 Nourse Co.—L. M. Levy, Palmer House.
 Page Co.—William Robinson, Palmer House.
 Penn Publishing Co.—Frank W. Shoemaker, Congress Hotel.
 Reilly & Lee Co.—W. F. Lee, S. H. Barst & C. F. Benoit, Palmer House.
 Standard Publishing Co.—T. B. Booth, Palmer House.
 Stanton & Van Vliet Co.—John R. Stanton, Palmer House.

Stewart & Kidd Co.—James L. Crowder, Palmer House.

Stokes (Frederick A.) Co.—F. Brett Stokes, Palmer House.

Stoll & Edwards Co.—W. M. Edwards, Palmer House.

Sully (George) Co.—George Sully, Palmer House.

Warne (Frederick) & Co.—James L. Crowder, Palmer House.

Winston (John C.) Co.—B. F. Fichens, W. O. Shepherd, Palmer House.

Book Talks for Women's Clubs

By Margaret Donnan

WHEN I answer the roll call at the Woman's Rotary Club, I say my work is "Lecture Classes in Literature." Sometimes I think I shall change the response simply to "Booktalks," for that is what the classes really are. They are talks given weekly or fortnightly during the season to groups of women in Indianapolis and half a dozen smaller towns in the state. The groups are composed of women of all sorts, some fresh from college, some brides, some mothers of small children, some grandmothers, and a few teachers, librarians, and business women. A large percentage of them are bookbuyers. The purpose of the class is to help women who are busy to keep in touch with the best new things as they come out, and to keep somewhat refreshed about old things.

The first part of each hour is spent in talk about new plays, literary gossip and mention of books which may be interesting to some people but which we are not to discuss in class. At each meeting two books are reviewed, with, of course, the purpose of making each one interesting, of giving a clear idea of the sort of thing the author is trying to do, and of showing how successful, according to the opinion of the speaker, he has been.

After an intermission, in which questions may be asked, a chapter of some volume of essays on literature is discussed and some classic chosen to illustrate the author's point. This season, for instance, we have been using Mr. Cabell's delectable "Beyond Life," a book not about spooks, as the janitor of my apartment thought when he saw it lying on the table, but about life and literature. That has given us a chance to recall all sorts of old things from Marlowe's "Dr. Faustus" and Congreve's "Way of the World" to François Villon's "Poems." I suppose the attitude of the speaker is a little like that of the literary revivalist of whom the editor of the *Post Literary Review* wrote not long ago, for he spends much zeal trying to make his own enthusiasm "catching."

People in the classes *do* read, tho they have no responsibility whatever during the lecture hour. The book shops in town keep in touch with what we are to have and try to be ready to supply the demands. Practically all the class people, whether they live here or not, buy their books in Indianapolis. In some places the librarian belongs to the class, keeps careful track of the books the women will be asking for, and supplies as many of them as possible. In some places the newspapers give us a good

deal of publicity and print after each meeting what was discussed that day so that lots of people who are not members of the classes have their attention called to what is being read.

Each member is given a typed list of the things to be talked about the coming month, so that she can actually see what the titles and the authors' names look like. And at the end of each season lists of suggested summer reading are given out, lists made up of things which have appeared too late to be discussed in the current season, or things the appearance of which has not yet been made. The books on such lists of course are chosen according to what one has a reasonable right to expect from certain authors in the way of excellence and from fairly dependable advance notices. I am told that various people in the families of class members always grab every kind of new list which appears.

At the last meeting of this season I asked the ladies to vote on the three new books we had discussed which they had enjoyed most. There was much excitement over the voting, especially in the smaller towns where everybody knows everybody else. In S— the very minute the voting was mentioned, one very keen and active woman immediately began to electioneer against "Main Street." She did not want her town to go on record as voting for it, for fear, I suppose, that somebody should think a vote a sort of tacit admission that there was much truth in the book. As a matter of fact, the big vote that this novel polled was largely due to the small towns for most of them voted heavily for it. We had a secret and unsigned ballot, tho the unsigned cost me a struggle since I was fairly aching to know who voted for what.

The votes are now all in. They were, you understand, not for what the women considered the finest pieces of work but what they had enjoyed most. This is the way the choice came out: "Autobiography of Margot Asquith," "The Age of Innocence," "Main Street," "Steeplejack," "White Shadows in the South Seas," and the "Letters of Henry James." The first three had practically the same number of votes and were well ahead of the next three, which again had about the same number. Out of about forty-eight books on the list at least thirty were named as favorites. "The Rescue," "The Voyage Out," "Beyond the Horizon," "Emperor Jones," "Miss Lulu Bett," "Prejudices, Second Series," "Flame and Shadow,"

and "Youth and the Bright Medusa" all got a respectable number of votes. And "The Domesday Book," "Smoke and Steel," Mrs. Hale's "An American in London," "Poor White," "Potterism," Max Beerbohm's "Seven Men," "A Few Figs from Thistles" and "In American" had several champions. A great many votes went to "Beyond Life," tho that was not on the list meant to be voted for. Had it been, it undoubtedly would have come out ahead, for it has been extraordinarily popular.

There is no job in the world more fun to do than this "book-talking," I am convinced, for it keeps one all the time at what he would choose to do had he leisure. It has all the delights of

reviewing for magazines and newspapers, with the additional fun of getting to talk about the books to people who want badly enough to listen to pay to do so, of getting to pick for discussion what books you please with no obligations to anyone but the audience, of knowing it is your duty to gobble the new *Bookman* the minute it appears, and likewise the *PUBLISHERS' WEEKLY*, and the *Times Review*, and the *Post Review*, and the book pages of the *Transcript*, the *Chicago Tribune* and the *Chicago Daily News*, for of course you really should know what these people think. It is no wonder that many of my fellow Rotarians look with envy upon my job.

Close Organization of German Writers

THE Authors' League of Germany is going strong; so strong, indeed, that no author can exist without a membership therein—and his dues' paid, writes Wm. G. Shepherd to the *Authors' League Bulletin*. The organization is only a year old, but it has an alarming strength. From the American viewpoint it is as alarming to authors themselves as it is to publishers. From the viewpoint of the German authors it may be a means of salvation from poverty and starvation.

Its history is short. Fifteen years ago the stage writers of Germany formed a league which has been exceedingly successful. Three years ago the film writers of Germany followed the example of the play writers. A year ago the authors of Germany copied the film writers. And today the play writers, the film writers and the authors have formed a cartel that includes every prominent writer in Germany as well as in Austria.

The power of this trio of leagues, acting as a cartel, is tremendous. The play producers of Germany are signing a contract with the play writers agreeing to purchase plays only from members of the League. The authors in the League have secured from over two hundred publishers of Germany contracts to buy novels, essays, etc., only from members of the League. The film writers are endeavoring to drive the film producers into a similar agreement. The object of the League

is to force every writer or literary producer in Germany and Austria into the great cartel, and then impose the League's own terms on the prospective purchasers of literary or dramatic wares. One hundred and fifty of the leading German writers including Sudermann and Hauptmann are in the League and any writer who makes his living by writing may join the League upon the payment of a small fee. Beginners may work thru the League and if they win their spurs these spurs are to be first conferred upon them in the form of membership by the League itself and not by the publishers.

Members of the League, in dealing with German or Austrian publishers, are at liberty to negotiate directly with the publisher, but, in matters of foreign rights, the individual is retired to the background and the League itself conducts the business. For instance, in the case of English translations, the German Authors' League has made a contract with the Foreign Press Service whereby the latter thru its London and New York offices controls all the rights in English-speaking countries to the work of members of the League for a term of years. Members of the League surrender to the League all their rights to English translations and the League, in turn, confers these upon the Foreign Press Service. Payment of royalties is made directly to the League, instead of to the author.

Books and Periodicals

THERE has been a very general report in the field of popular periodicals that subscription lists and general sales have fallen off markedly in the last six months, tho in this same time book sales have apparently been holding their own. It would take a great deal of retrogression on one side and a startling increase on the other to bring these two figures in close relation to each other, but even a slight tendency is of hopeful interest to the bookseller, tho he has little feeling of rivalry for those who present reading matter in other form and with advertising.

The government paper statistics seem to indicate that periodicals consume at least seven or eight times as much paper as books, even when we include in the books all of the great output of textbooks, subscription sets, etc., over and above the regular current production. The bookseller cannot help wishing sometimes that he might be left by the periodical publisher to work out his own salvation without the book being called upon to promote the interest of the periodical circulating department by its use as a special premium. Formerly the custom in this regard was for

the periodical publisher to offer some special five or six volume set of books that had had their run in the bookstores, but which served as an admirable incentive to periodical purchase. Lately, however, the periodicals have found it more to their advantage apparently to use the current book for circulation building. The bookseller does not care to give away periodicals to build his book sales because in building book sales he increases his receipts at only one point, while, when the periodical publisher obtains a subscription, he also obtains an increased leverage on his advertising rates or helps to hold the current ones. The bookseller's feelings might be well expressed by the anecdote of the Maine farm wife, who was approached by the Suffrage promoter just as she was emerging from the barn at the end of a long and weary day bearing a heavy pail of milk and a basket of eggs. On being asked as to her interest in having the vote, she explained, "As far as my having the vote the same as men is concerned, all I say

is that if there is one leastest little thing that the men can do all by themselves, I say let them do it."

The bookseller would say that if there was one little fragment of the public's reading that the public may be induced to pay full face value for, why not let them do it? The newspaper costs less to the reader than its manufacturing cost, the periodical the same, the libraries supply books free, societies give them around, and states supply reading matter to every child, all this is as it should be, and just a fraction of one per cent of our reading matter the book which the public can buy and pay a bookseller an amount that covers the royalty to the author and the cost of its manufacture and distribution. If they can be persuaded to pay this economic price for this one little part of their reading, why not let them do it instead of turning this to a method of promoting the sales of the plethoric periodicals?

Tales of a Traveler

"No Matter What"

I isn't always a difficulty to get into conversation with a customer. One case, I recall, when it was much more difficult to get out of it.

He was sitting at his desk; I was standing by it. I'd just called his attention to a new book on America's greatest sport—Golf. He took the book from me and ran thru its pages. He was silent for a moment, looking it over carefully. Then he handed it back to me.

"I'll never forget the first game I played," he began; his eyes twinkled, reminiscently.

"Beginner's luck?" I asked.

"Well, no!" he went on. "They all said that they'd never seen a beginner go about it in a more scientific manner. I knew exactly how to grip my clubs. That's the first thing, y' know, in this game. My first hole, I made in five, and putted out in two. Good playing! Study! Not many around here can go me better. . . ." He paused contemplating his ability. So I took advantage of the lull to call his attention to another book. It was a health book. He followed me while I described the system in detail. Then he looked thru the book. After which, he began.

"Would you ever think I had once been a sick, yes, a very sick man?" he asked. I replied, properly, with the negative. So he "carried on." And I pulled up a chair for myself and sat down.

"Well, I was. In fact, they were expecting me to die at almost any time. I was in the most serious condition a man could get in. It was *most* serious. But—I made up my mind that I would be a well man once more. So I set to work. And I worked. *How* I worked! Until I made myself what you see before you to-day. I'm sound enough looking animal, am I not? No one is in better health. Now would you think I had been dying, would you?"

I passed on to the subject of bees, because I had a book on the subject.

A look of rare pleasure passed into his face. "Ah!" he exclaimed. "Wonderful creatures. Interesting insects! Very wonderfully interesting, aren't they?"

I really thought so.

"I raised bees once. My apiary was one of the finest in the state—in the whole United States, I may say. I went about it scientifically. Every possible device for the improvement of the place, I had. It was a thoroly practical, and a scientific place. And say," he rambled, "I believe those bees knew me—every one of them."

I'd discovered the only way to get him turned from a subject was to introduce a new one. My next was most unfortunate. When I handed him a new volume of poetry, he sighed happily. Then I knew. He was a poet.

"Did you ever write poetry?" he asked me.

"I haven't the gift to *any* degree," I answered.

"You're right there, my boy! It is a gift! It is a gift. I have it! Fortunately! My father did before me, and his mother did before him. Ah! That touch, that being in tune with the Infinite. That's what it is. That's what it is!" He repeated himself a few times, each more dreamily than before. Then suddenly he turned to his desk, and took out a large pile of papers, and began fingering rapidly thru them. I knew I'd laugh if I read them. So suddenly, I said abruptly:

"I'll ship this order October first, shall I?"

It worked. He began marking the list, then handed it to me, saying "Yes, that's when I want it!" As he again turned to his "art," I thanked him, shook his hand and made my get-away.

Energetic Retail Advertising

ONE of the stimulating incidents at the Booksellers' Convention was the informal speech from the floor by T. Albert Hooper, manager of the Deseret Book Company, as to what he was doing in the way of retail advertising. The convention discussion was running to the idea that retailers ought to find more ways of taking initiative in local advertising, and Mr. Hooper supplied the needed touch by showing what one firm could do.

He had made for the past year a liberal appropriation for general advertising—about six thousand dollars—and had put it in the hands of an advertising agency, Stevens, Wallis & Brazier of Salt Lake City. The result, he claimed, more than justified his theory, and he expected to go forward even more systematically during the coming year.

An examination of copies of these retail advertisements shows an excellent use of illustrations, interesting type arrangement, and a very careful effort to key the copy to the season's interest. In the Christmas campaign of last year very liberal space was taken, the advertisements usually being three columns in width, with a very strong emphasis put on the

children's books. The largest ad display ran to six columns with an elaborately designed border and was printed on the 14th of December.

One slogan which was used quite continuously read:

"There is a peculiar dignity attached to the gift of a book that is in no way affected by its price." This was repeated in several of the advertisements. This same slogan with no other advertising was printed in beautifully lettered form in one of the Rotary supplements during December.



"Shower" the Bride-to-be with BOOKS

Pretty wearing things will see their day, fragile china chips and breaks, pots, kettles and pans develop dents and scars.

But Books—there you are. The perfect tribute to a girl friend. You put your gift on a higher plane than things material. A happily chosen volume is a love token imperishable, one that becomes more dearly treasured as the years go by.

So let it be a "shower" of Books. Make your collective giving the nucleus for an adorable home library. Come to us for friendly and expert cooperation. Let us suggest authors and titles that make a harmonious group—that will just thrill "her" beyond words.

DESERET BOOK COMPANY

7-Highway, Salt Lake City, Utah

4-11 South Temple

In January Mr. Hooper was backing up with big displays the visit of Edgar Guest. In February there is among other advertisements an interesting display of books as valentines. May shows the backing up of the commencement day book giving

and of the book shower plan suggested by the Year-Round Bookselling campaign.

There is a very general feeling among booksellers that there is going to be a much stronger use of advertising among retailers than there has been in past years. Such concrete reports of success as the one from the Deseret Book Company will encourage this attitude.

After Five Years

THE Hampshire Bookshop at Northampton, Mass., has been celebrating its fifth birthday this month. The completion of its five years of steady work and progress was marked by the advent of an interesting and newsy little sheet *The Book Scorpion* giving impressions of appreciative friends as to the success of the enterprise, which may serve also as an inspiration and encouragement to other co-operative shops and to other women engaged in the book business.

A senior of Smith College typifying the youthful patron of the store voiced her appreciation of what the Bookshop has done for her in the following letter:

Every now and then some unconsidered relationship steps forth and demands full recog-

nition of its meaning. Whenever I have entered your Bookshop during these last few weeks of my college course, I have been faced and challenged by the spirit there. Its significance for me, in the face of separation, cannot be denied. I am distressed at the thought of leaving the shelves of books, the blue wicker chair, the colonial clock, the homelike atmosphere within, and the painted ship on the green facade that comforts me with its old shoppe individuality on a street of typical small town business blocks. You once said to me when I was venturing timidly about, "Come in often and read, and stay as long as you like, even if you don't buy anything!" It was a hearty welcome. I began haunting the place. The more I went, the more I

wanted to go. I lost my usual salesroom timidity. There was no terrifying, enquiring, business-like "What do you want?" over the counter, when, what I wanted was what I had come to discover. There was no barrier between me and the books. There they were, as accessible to my hand as books at home. I could become acquainted with them. For a beginner that is invaluable in the building up of a library of any real, personal meaning. If a book is to become the proverbial friend, the meeting must be natural. It must at times be chanced upon first hand, in some hidden corner.

Since then the association has proved enriching, because of a spirit of culture and refinement and because of friends' discussions there (not to mention nearly-midnight parties after lectures, when we wakened the sleeping bookshop, sat upon counters, drank coffee and, as in a dream, listened to authors we had read and loved, but never hoped to meet!) No classroom has contributed more to college life. This confession is made for myself and my book loving friends.

Sincerely yours,

DOROTHY W. BUTTS, 1921.

The influence which the Bookshop has exerted in the college community where it is located is expressed in President Neilson's testimonial:

The Hampshire Bookshop seems to be filling more and more adequately the place which it was founded to occupy. I seldom enter it without finding numbers of students browsing about the tables and shelves, and there is unquestionably a great deal of cultural influence exerted by the literature which it brings to the notice of members of the college and by the atmosphere which its managers have contrived to create. Their enterprise has been further shown this year by the development of the practice of bringing to Northampton lecturers whom the college cannot afford. I presume they have taken considerable financial risk, but the appearance of the Academy and of the High School Hall on the evenings of their lectures would seem to indicate that their courage has been rewarded. In any case we who live in Northampton are constantly more and more grateful to those who have made the Bookshop possible, since it is so rare to find, even in towns much larger than this, shops with so fresh a supply of the best new things and service offered by women who have a feeling for books and are willing to put their knowledge at your disposal. I regard the Bookshop as a very important adjunct to the college as a civilizing influence.

W. A. NEILSON,

President of Smith College.

While an author's tribute comes in these words from Robert Frost:

You are one of the few bookshops in the world where books are sold in something like the spirit they were written in. You are a splendid exhibition of enterprise for a lot of college girls to look on at. I should think some of these, who hadn't just seen what to

do with and for themselves after graduation, might be inspired by your example to try to do in other small towns what you have done in Northampton. They couldn't do better with and for themselves, or, for that matter for the small town, or for publishers and authors. I know publishers and authors who would like to encourage them.

Sincerely yours,

ROBERT FROST.

A Rotary Catalog

AN interesting adaptation to the now common principle of visible indexes has been applied to book cataloging by Baker & Taylor Company, with the result that it is able to maintain a constantly revised index of over fifty thousand titles, which comprises the great group of books that are in stock or likely to be in demand from their daily orders.

The visible index, which is now commonly used in so many bookkeeping offices for keeping track of customers and accounts, has been elaborated so that the filing clerk can sit in the midst of a group of these rotary cases and with slight effort and great speed can obtain the publisher's name, retail price, or stock quantity on any book. This requires no thumbing of cards or turning of pages, and changes can be quickly made. The index is by author's name, and with that cue all the other information can be easily had.

Changes in prices are made daily, and it keeps four trained bookmen occupied posting new editions, new titles, and the other needed changes, with the resulting saving in time, which makes it very much worth while.

A Periscope Editorial

READING MADE EASY IN CHICAGO

(With profound apologies to Henry Seidel Canby.)

Altho our tone be periscopic,
Sober and serious our topic;
We treat—all flippancy apart—
The aim of the reviewer's art.

You ask what takes the public eye
What helps a volume here in Chi.
We say that books are looking up,
Thanks to efficient hooking up.

We count it as our task to hook
Each eye to its peculiar book,
For books and eyes meet only when
Hooked up by the reviewer's pen.

Each solitary book, we clutch—
Altho it may not look like much—
And, looking for an eye to match,
We try to make the dumb thing catch.

We falter at our office humble;
Sometimes our feeble fingers fumble;
Yet by our aid, however weak,
The Muse in Chi is always chic.

—KEITH PRESTON.

Books in the Hospitals

ONE of the after results of the war work of the American Library Association has been the continuing service in the government hospitals and in those in which government cases are taken care of by contract. It is hoped that the value of books in hospitals and in sick rooms has now been so fully demonstrated that doctors and heads of hospitals will do their part in giving continuous support to plans for having a thorough library and a well trained librarian in every large hospital.

Typical of reports that have come in from the last year's work is one from Louise Sweet, who has been serving in the Public Health Hospital of New Haven, Connecticut:

"It is interesting," she writes, "to observe the inclination of many men toward book buying. Sometimes they indulge in almost reckless expenditure. One patient has recently bought a much illustrated war history costing \$30; another has bought a fine edition of Webster's dictionary at \$30; someone else has ordered Simond's 'History of the World War,' another expensive work. One man buys one or two of the Lippincott Farm Manuals each month with the intention of ultimately owning the set; another in his effort toward self-improvement has bought within the month a book on business letter writing, one on social letters and another on etiquette. One man has brought his set of the Harvard Classics to the hospital with him."

In February this librarian was asked to buy for personal ownership of men in the hospital: "The Real Business of Living"; "The Latch-string"; "The A. E. F."; "The New Century Book of Facts"; two Lippincott manuals on Soils and Vegetable Gardening; "Isn't that Just Like a Man?" (for a Valentine gift); "Simba"; a reliable English dictionary; Paul Anthony, Christian"; "Miss Lulu Bett"; "The Age of Innocence."

By careful selection and distribution of books, an effort is made to supply each man with books of special interest or value to him. Regular library service in well equipped reading rooms is supplemented by daily delivery of books to the wards, and careful guidance of the men's reading along lines likely to aid their recovery and help arouse their ambition. This work is especially appreciated by men who will be unable to carry on their previous occupations, and is of great value to those upset mentally.

There are approximately 55,000 books in the nineteen hospitals where the Association has placed librarians. The circulation of these books in 1920 was about 200,000. In other hospitals, about 20,000 books are in charge of Red Cross and Vocational Board workers and other volunteers. Periodicals and newspapers are also supplied.

One book in one hospital was borrowed 78 times.

About 80 per cent of the ex-service men in hospitals have made use of either the books

or the magazines placed by the American Library Association.

Japanese Book Buyers

THE Japanese, so Mr. McDevitt Wilson affirms, are the politest and most intelligent customers he has ever had. They buy nothing but the best books: biography, politics, science, history; they have little interest in fiction; they know exactly what they want; they never complain at the price of books, tho the kind of books they buy are those that the publishers price very high. They do not fill his shop with uproar and chatter, like some newspaper men he knows, says Mr. Wilson; they go straight to the table of Important Non-Fiction; they are sage, urbane, and decided.

Valencia Acclaims Ibañez

THE return of Vicente Blasco Ibáñez, the novelist, to his native city after his visit to the United States and Mexico, was made the occasion of a triumphal procession in which the military and civil authorities and the entire population of Valencia joined.

Señor Ibáñez was driven in a State coach to the town hall, where he was compelled to speak from the balcony to the cheering crowd. He said that during the course of his travels he had seen one city which reminded him of Valencia—San Francisco.

When you go to Washington

ALL those who go to Washington to transact business with any department or bureau of the Government may quickly be advised as to the exact location and means of reaching the particular department or bureau in which may be centered the business which they desire to transact.

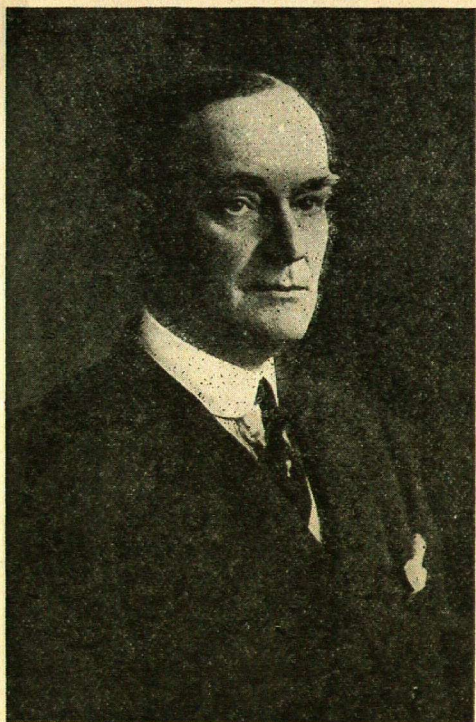
For this purpose there has been established a Bureau of Information on the ground floor of the Post Office Department Building, located on Pennsylvania Avenue at Twelfth Street, in charge of competent people who will definitely answer queries of this character.

The public is invited to make use of the facility.

More Colyming

THE value of informality in book talk has been so much appreciated in the trade that publishers in their paid space have been adopting this method with good results. All the spring Putnam's has put its advertising in "colyum" form with excellent results. Now Doubleday has followed suit and put interesting notes and news of its books into that shape. Doubleday is placing special emphasis on the quality of its book-making and on its price levels.

It is probable that if all advertising fell into this style these special examples would cease to be as effective but because of their novelty and clever handling they are undoubtedly supplying excellent publicity, which is watched by the public and by the trade.



ARCHIBALD MARSHALL

English Novelist Receives Degree

ARCHIBALD Marshall, the English novelist, who has but recently arrived in America, was awarded an honorary degree, that of Doctor of Letters, by Yale University, on June 22nd. Mr. Marshall's plans for his American visit are as yet somewhat indefinite. He hopes to visit the Middle West, New England, and Virginia, to spend a few leisurely weeks with us free from lectures, banquets and the like. He wants to familiarize himself with American country home life, contrasting it with the country life of England, which he has pictured in his novels.

"Miss Kitty's Bookshop"

ANOTHER bookshop under the management of two experienced book women was opened at 741 Madison Avenue, near 64th Street, New York, on June 8th. It will be conducted under the name of "Miss Kitty's Bookshop," and the management will put into practice several bright features and specialties in selling practice. The proprietors are Miss Kitty Moclair, who has been head of stock and assistant buyer for the past twenty years at Bloomingdale's, and Miss Mary Perks, formerly book buyer for the old house of Greenhut & Company, later for Abraham & Straus, and until recently for Bloomingdale.

New Pulitzer Prizes

A PRIZE of \$1,000 for the best volume of verse published during the year by an American author will be added to the list of the Pulitzer Foundation awarded annually by the Columbia University School of Journalism. The Advisory Board has decided to discontinue the prize previously offered for the best paper on development of the school, and to offer a new prize of \$500 for the best cartoon published during the year.

A New Educational Field

THE first public speech of Dr. John J. Tigert, recently appointed United States Commissioner of Education to succeed Dr. Claxton seems to suggest that public schools are to be the center for a new field of discussion. Dr. Tigert suggests that one of the policies of his Bureau will be to urge that there shall be in the schools of the country a wide discussion on the rights of property.

This is along the line that H. G. Wells points out in his chapters on education in "The Salvaging of Civilization." Mr. Wells believes that young people of the college age are more keenly discussing religion, theories of property and sex than any other questions and that these three subjects have been largely prohibited in the public schools. If, as Dr. Tigert suggests in the dispatches from his Lexington, Kentucky speech, problems of the rights of property are to be discussed, it will open up a new interest in current books on socialism, communism, bolshevism, and the like.

Dr. Tigert states that he will start this campaign by sending prominent speakers thruout the United States to deliver addresses, and, if this is carried out both bookstores and libraries will feel the pulse of this discussion. Discussions on communism will be especially interesting, as of course the Pilgrims made an early experiment in communism, and this country has had several famous experiments that have made their mark on American history.

Must Go to Russia for Theft of Library Book

JAMES BANINE, twenty-eight years old, a former student at Columbia and Harvard universities, has been convicted of stealing a book from the Public Library at Fifth Avenue and Forty-second Street. He received the alternative of serving from six months to three years in the penitentiary or returning to Russia, his native land.

Banine's conviction was his second for stealing books. In August of last year he received a suspended sentence on the recommendation of Professor Felix Adler. Banine was arrested by Edwin Gaillard, an official of the library, who said he saw the man put a book under his coat and attempt to leave the building. It was announced in court that several books belonging to the libraries of Columbia and Harvard were found in his room.

The New Public in England

THERE is a good deal of speculation at the present time, both in trade and in literary circles, with regard to the "New Public." Where is it to be found, of whom does it consist, and what are the books that appeal to it?

There is no doubt that since the war the demand for books on all subjects has enormously increased, and this in spite of the rise in price. Let us make a rough analysis of the different reading publics as we see them today.

Firstly, there are the novel readers, always a majority, and lately increased by a large influx of business women. It is surely a fact that the girl who goes daily to an office likes to have a book by her, usually a novel, to read at lunch and on her journeys to and from her work. Secondly, there are the readers of theological works, an influential class whose demands are almost entirely supplied by a few specialized houses. Thirdly, there are those, we regret to say a diminishing number, whose preference lies in the direction of poetry and *belles-lettres*. And finally there are the readers of economic and political books. These are by no means decreasing; indeed we do not hesitate to assert that it is from this class of readers that the "New Public" is recruited.

Did space permit, we could give our readers evidence, in the form of figures which would, we believe, startle them, of the enormous demand which has lately sprung up for books dealing with political, economic and sociological subjects; not only in the great industrial centers, but all over the country. We must, however, content ourselves with affirming that, in our opinion, this is the type of book which will be found to make the greatest appeal to the "New Public."

—Our Books, the house organ of Messrs. Leonard Parsons, Ltd.

Not Just a Book

MRS. Mable Harris, of The Boys' and Girls' Own Bookshop, at the H. K. Gill Co., Portland, Oregon, whose plans for keeping books in the minds of children and their parents as ideal birthday gifts, were commented on in a recent number of the PUBLISHERS' WEEKLY, has written recently of her system in more detail. Mrs. Harris's plan has been to interview every youngster that comes in as to his present possessions and his likes and dislikes in books and to keep all this information filed on cards. On the birthday morning a note from his friend Mrs. Harris wishes him a happy birthday, and asks whether he has read a new story, mentioning it by name. Mrs. Harris in a recent letter adds:

"The plan is really very successful and we are working out an additional feature. Whenever I write the title of a book on a child's card I recommend another to follow and at the same time drop a suggestion about the need for building the library and the necessity for a balanced mental diet. Sometimes I write down the title half-decided upon for the next purchase and this not only helps to

show the real interest we feel but nearly always makes the sale certain.

"Then I have the children take notes on the books they would like. We talk them over and decide on the 'next one.' These also I write down, usually lightly in pencil, with the

NOT JUST A BOOK BUT THE RIGHT BOOK

The Boys' and Girls' Own Book Shop

THE J. K. GILL CO.

MRS. MABLE HARRIS

PORTLAND, OREGON

MRS. HARRIS'S BUSINESS CARD

result that busy fathers are forming the habit of dropping in, hurriedly consulting the card index and getting in a minimum amount of time a maximum amount of service and, 'Not Just A Book But The Right Book.'

Free Book Advertising

THERE has been considerable interest in the publishing world in the advertisements of the S. D. Warren & Company, whose book print papers have been giving publicity to particular books, in which the different papers have been used. This has given free advertising to many titles, a thing which no publisher objects to, and, from the paper-maker's point of view, it has made people notice the character of the paper which publishers use.

This plan is now being adopted by one of the best known makers of binding cloth, the Interlaken Mills, of Providence, who have been making book cloths since 1883. One of the first advertisements, which are to appear bi-weekly in New York, Philadelphia Boston and Chicago papers carries this introduction to its text:

"As every book buyer knows, a good book binding, like an article of clothing, is a source of both satisfaction and economy. For the guidance of readers, therefore, we are listing below the current books of importance that are bound in Interlaken, the book cloth that for thirty-eight years has been noted for its tasteful color-tone and steady wearing qualities." Then follows in display type a list of ten books from as many publishers, each with its descriptive note. And in conclusion the argument runs: "You may order any of the above editions from your book dealer with perfect confidence that the bindings not only will wear satisfactorily, but will add to the appearance of your library table and bookshelves."

"Just as food is necessary to keep our bodies on earth, so are books necessary to direct our eyes to heaven."

—Henry T. Schmittkind. The Stratford Company, Boston, in *New Era Magazine*.

An Uncorrected Galley

"WRITE LIKE THE DICKENS"

An Oriental paper, having an English section, printed the following notice:

"The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder commit, we hear of and tell it. Do a mighty chief die, we publish it and in border somber. Staff has each one been colleged and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements."

—Bindery Talk.

THE PRECAUTIONARY AMORIST

She reads. And when a birthday calls
For celebration fit.
Or Christmastide or like occasion falls,
I'm never put to it.

What neater gift or dearer prize
Can go from me to her
Than books to wake those darkly dreaming
eyes,
Priestess of Elzevir?

What other gift so sure to please,
With life and love deep-laden?
She reads them all to me beneath the trees,
Eternal youth and maiden.

Oh, when we're in our future home,
How they will grace the shelf!
And should ill luck return me every tome—
I'm fond of books myself.
A. S. B., in the New York Evening Post.

BETTER THE OLD-FASHIONED ROLL-
ING-PIN

"The Bride's Book Shower" is the title of an interesting article by May Lamberton Becker in the June *Good Housekeeping*. "If people can give linen showers and showers of kitchenware," writes Mrs. Becker, "why not a book shower?"

Why not, indeed?
Mrs. Becker suggests a list of books on all phases of housewifery that would be suitable for this purpose.

By the way, what is the exact meaning of the word "shower" as applied to these functions? Are the gifts actually showered on the bride? Our male curiosity is getting the better of us and we'd like to know. If the presents are heaved at the bride we look for headlines like this before long:

BRIDE HIT BY
ENCYCLOPAEDIA,
SERIOUSLY INJURED
—
ACCIDENT HALTS BOOK SHOWER

Jilted Suitor Suspected
—EDWARD ANTHONY in New York Herald.

Take Along a Book

THE bookshop at Lord & Taylor's has made it very easy for boys and girls to take along a book when they go off for a summer outing. In a gay box covered with flowers are packed four or five books that children would like, story books for girls, adventure books for boys, fairy tales for either one. Children are encouraged to come and select books they would especially like to have packed in one of the boxes to take.

Shakespeare Head Press

THE Shakespeare Head Press, of Stratford-on-Avon, one of the notable provincial printing houses of Britain, whose proprietor died a few months ago, is not to become extinct. The business has been acquired by Basil Blackwell, a noted Oxford publisher, who is turning it into a limited company with the object of developing its past traditions of fine printing. It is intended to publish only books of literary and artistic merit.

Record of American Book Production,
May, 1921*

CLASSIFICATION	New Books	New Editions	By Origin					Total
			New Publications	English and Other Foreign Authors	American Authors	American Manufacture	Imported	
Philosophy	12	0	2	11	0	3	14	
Religion	24	4	4	25	1	6	32	
Sociology	13	2	15	25	1	4	30	
Law	8	1	2	10	0	1	11	
Education	8	0	11	17	0	2	19	
Philology	17	4	2	10	9	4	23	
Science	19	4	17	30	1	9	40	
Technical Books	32	4	7	29	0	14	43	
Medicine	16	4	4	20	0	4	24	
Agriculture	1	0	8	9	0	0	9	
Domestic Economy ..	3	0	10	13	0	0	13	
Business	11	2	5	13	0	5	18	
Fine Arts	4	1	0	4	0	1	5	
Music	2	1	0	3	0	0	3	
Games, Amusements ..	1	0	5	6	0	0	6	
General Literature ..	30	3	7	28	4	8	40	
Poetry, Drama	15	1	14	26	0	4	30	
Fiction	22	7	0	25	3	1	29	
Juvenile Books	7	1	0	6	1	1	8	
History	14	0	12	24	0	2	26	
Geography, Travel ..	14	3	6	17	0	6	23	
Biography, Geneology ..	12	1	2	11	0	4	15	
General Works	0	2	0	1	0	1	2	
Total	285	45	133	363	20	80	463	

*In May, 1921, 518 new books, 115 new editions and 305 pamphlets, a total of 938, were recorded.

Among the Publishers

A Week's Gleanings of Book-trade News

THOMAS BURKE'S "More Limehouse Nights" has been published by Doran June 15.

"RAGGEDY ANN," written and illustrated by Johnny Gruelle (P. F. Volland Company), is now in its 60th edition, altho only three years old.

IN "Invisible Tides" by Beatrice Kean Seymour, Thomas Seltzer is offering our reading public a novel which the English press proclaimed as one of the best books of 1920.

PROFESSOR CHARLES SEYMOUR, joint editor with Colonel House of "What Really Happened at Paris" (Scribner) is using André Tardieu's "The Truth About the Treaty" (Bobbs) in his contemporary history course at Yale.

E. PHILLIPS OPPENHEIM has written an original motion picture play "Mystery Road," for the Famous Players, which is being made in England, but which will soon be shown in this country. His novel "The Great Impersonation" (Little, Brown) is being filmed in Southern California.

LOUISE LAMPREY and Mara L. Pratt-Chadwick have collaborated on a new juvenile, "The Alo Man" which is the third title in the World Book Company's *Children of the World* series. The book is a combination of folk tales and adventure stories from the Congo.

OTIS SKINNER will appear next winter in Tom Cushing's dramatization of Ibáñez's "Blood and Sand," (Dutton) in which he will act the part of the Toreador, the chief character of the story. Mr. Skinner is in Europe now and will spend part of the summer in Spain.

"THE PILGRIM SPIRIT" is the title of the pageant to be given in the State Reservation by Plymouth Rock in July and August of the present year under the auspices of the Pilgrim Tercentenary Commission of Massachusetts. The pageant was written and will be produced by George P. Baker, Professor of English, Harvard University. The verse is by Robert Frost, Hermann Hagedorn, Josephine Preston Peabody and Edwin Arlington Robinson; the music has been composed by George W. Chadwick, Chalmers Clifton, F. S. Converse, Arthur Foote, Henry F. Gilbert, Edward Burlingame Hill, Edgar Stillman Kelley, Lee Sowerby and John Powell. The book will be published by the Marshall Jones Company of Boston early in July.

THE FIRST twelve of Ralph Mayhew's "Bubble Books" published by Harper, have been translated into Spanish.

A NEW NOVEL by Eleanor Hallowell Abbott, to be called "Rainy Week," is announced for early publication by Dutton. It has had serial publication in the *Saturday Evening Post*.

EDNA ST. VINCENT MILLAY's five-act drama "The Lamp and the Bell," produced at the commencement exercises at Vassar College, has been brought out by Frank Shay.

THE HARPER list for the fall contains announcement of a Katharine Fullerton Gerould novel entitled "Lost Valley." This is the first full length novel, we believe, that she has ever written.

EACH SEASON sees several new English novelists introduced to American readers. The latest arrival appears from Houghton Mifflin and is the Hon. Mrs. Doudall who has written "Three Loving Ladies."

COMING LEADERS from Doubleday, Page & Co. include a new Kathleen Norris novel, "The Beloved Woman," scheduled for August 5th publication, and "Her Father's Daughter" by Gene Stratton-Porter which comes out later in the same month.

GILBERT K. CHESTERTON is at work on a new book dealing with his impressions of America and Americans, gathered during his recent visit here. Dodd, Mead & Company expect to publish the book early next year.

THIS AUTUMN will see the publication of a two-volume life of Sir Wilfried Laurier by the Century Co. It is the work of Oscar Douglas Skelton, Professor of Political Science in Queen's University, Canada.

IN THE current number of "Mental Hygiene" the well-known neurologist Dr. John T. MacCurdy, devotes nearly nine pages to a review of William Bayard Hale's "The Story of a Style." He performs the rather amusing stunt of applying to Mr. Hale's style the tests which Mr. Hale applies to Woodrow Wilson's.

"BOOKS ON THE TABLE," Edmund Gosse's latest volume of essays, which has just made its appearance from Chas. Scribner's Sons, is entirely devoted to brief articles on recent books. Each week Mr. Gosse has been reviewing a book in the *Sunday Times*, and this culling of forty short essays—or "pygmy children of the pen" as he calls them—covers a wide range of literature, and is thoroughly representative of the best type of journalistic criticism.

Changes in Prices

B. W. HUEBSCH

Grigg's Moral Education	\$2.00
Dante Hand Book, paper	.35
The Art of Life Series	.75

Obituary Notes

RENWICK W. CROTHERS, for many years in the retail book business in New York, died suddenly on June 17th. He started as a boy in a bookshop in the Bible House nearly fifty years ago. When he went into business for himself in 1891 the firm was Crothers & Korth, but in 1897 it was changed to his own name. His specialty was Church books, but he catered also to the literary tastes of the quiet folk in the Gramercy Park district of the great city.

FREDERICK REDDALL who edited the "People's Encyclopedia" and compiled a number of books for Geo. H. Jacobs & Co., died at his home in Brooklyn on May 26th, at the age of 68. He had recently been on the editorial staff of *Hearst's Magazine*.

Is London Suffering, Too?

"NOW that people are again settling down to reading with pre-war enthusiasm," writes a correspondent to a London daily, "I wonder will there be any improvement in the equipment of the Capital with bookshops. I live in a south-west suburb, which has a population of over 100,000 souls, mostly middle-class people. It contains not a single shop given over wholly to the sale of books! Books may be bought, it is true, but they are only side lines to confectionery, medicines and soaps and children's toys. In the provinces, the small centers have each and all of them sound shops for the sale of books." There is much in what the correspondent says; and even Central London has few bookshops proper. Fleet Street itself has only one (devoted mainly to maps and educational works), and the Strand has two, one of which does not deal in modern books. London booksellers who know their business are also scarce.

A Correction

IN MR. ROLLINS' first article on the History of Printing in the PUBLISHERS' WEEKLY, June 11th, the city of "Metz" was inadvertently mentioned thruout instead of "Mentz," a town whose name is variously referred to in literature as "Mainz," "Mentz" and "Mayence."

Personal Notes

W. H. WALKER, formerly associated with the late George D. Smith, may be addressed at 45 Warner Avenue, Jersey City, N. J.

MORRIS L. HELBURN of William Helburn, Inc., publishers of architectural books, will make his annual trip to Europe in July.

JOHN ROBERT GREGG, President of the Gregg Publishing Co. and author of "Gregg Shorthand," sailed recently for a three months' trip to Europe. While there he will organize commercial schools and commercial courses in connection with the spread of Gregg shorthand in England.

At a recent meeting of the Detroit Rotary Club Ward Macauley, the retiring President and well known bookseller, was presented with a handsome chair as a token of the appreciation that the Club felt for the energetic work that he had done for that association during the past year.

Periodical Notes

WITH the publication of the June, 1921 number, the *Educational Review* has been formally transferred from the Doran Co. to Doubleday, Page, and will henceforth be issued thru the educational department of the latter firm.

Leslie's Weekly and *Judge*, together with *Film Fun*, have passed to a new ownership. William Green, President of William Green, Inc., is the controlling stockholder in the new management as well as President of the company. The publications will continue, the first two as weeklies and the third as a monthly.

THE LONDON *Mercury* has now organized its publishing as a stock company with J. C. Squire and I. A. Williams as directors.

Business Notes

CHICAGO, ILL.—J. W. Wilcox & Follett Co. is now located in its own building at 2008 Calumet Avenue in the heart of the publishing district.

CHICAGO, ILL.—A new bookstore has been started at 1330 W. Madison St. by A. Zimmerman.

BAY SHORE, N. Y.—Frank Coombs announces the opening of The Song and Story Shop.

NEW YORK CITY.—The Drama Book Shop announces its removal from 7 East 42nd St. to 29 West 47th St.

NEW YORK CITY.—The Sherwood Company will occupy the entire five-story building at 24 Beekman Street, with a floor area of 15,000 square feet, on and after July 1. Hereafter, the business will be devoted to the jobbing of books of all publishers.

THE BRICK ROW Book Shop held an exhibition of its rare books, fine bindings, original manuscripts, and autograph letters, drawings and etchings by Bradford Perin, at the Hotel Statler in Detroit, in May.

The Weekly Record of New Publications

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q' (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.

Annett, F. A.

Electrical machinery; a practical study on installation, operation and maintenance. 400 p. il. O '21 N. Y., McGraw-Hill \$3 n.

Balderston, Robert W., and Cary, Richard L., eds.

Social and industrial conditions in the Germany of to-day. 13+166 p. tabs. O (The Annals, v. 92, November, 1920) c. '20 Phil., The Am. Academy of Political and Social Science pap. \$1; \$1.50

The contents are divided into four parts, 1., Observations by English, American and neutral business men and scholars who have been in Germany since the Armistice; 2., Labor conditions and labor organizations; 3., Industries in Germany today; 4., Economic and social conditions in Germany.

Barbour, Ralph Henry

Three-base Benson. 285 p. col. front. D c. N. Y., Appleton \$1.75 n.

A school story, full of clean sport and goodfellowship, in which a country boy, Jerry Benson, is the hero.

Booth, Cecily

Cosimo I, Duke of Florence. 15+325 p. (4½ p. bibl.) front. (por.) pls. pors. O '21 N. Y., Macmillan \$10 n.

A biography, which also describes life in Florence, Italy, in the 16th century, dealing with the social, political and economic conditions of the time.

Brand, Max

The untamed. 347 p. D (Copyright fiction) [c. '19] N. Y., A. L. Burt \$1

Bridges, Robert Seymour

Milton's prosody; with a chapter on Accentual verse and notes; rev. final ed. 8+120 p. O '21 N. Y., Oxford Univ. Press \$5.65

Bridges, Robert Seymour, and Wooldridge, Harry Ellis, eds.

The Yattendon hymnal; [including the

notes to words and music which appeared in the original ed.] 6+190 p. Q '21 N. Y., Oxford Univ. Press \$19

Broadus, Edmund Kemper, ed.

Books and ideals; an anthology; [grouped in three sections—1, The companionship of books; 2, The liberation of the mind; 3, Study and fruition.] 8+212 p. O '21 N. Y., Oxford Univ. Press \$2.50 n.

Brummitt, Dan Brearley

John Wesley, jr.; the story of an experiment. 281 p. front. pls. D [c. '21] N. Y. and Cin., Methodist Bk. Concern pap. 50 c. n.; 75 c. n.

Buchan, John

The path of the king. 290 p. D [c. '21] N. Y., Doran \$1.90 n.

A series of stories of a romantic race of men, beginning with the Norsemen, traveling down thru the ages to our own time.

Bulkeley, J. P.

The British empire; a short history; with an introd. by Sir Charles Lucas. 12+228 p. O '21 N. Y., Oxford Univ. Press \$1.60

Burke, Edmund

Edmund Burke; a letter to the sheriffs of Bristol; a speech at Bristol on parliamentary conduct; A letter to a noble lord; ed. by W. Murison. 29+312 p. S '20 N. Y., Macmillan \$2.25 n.

An edition prepared for schools and colleges.

Burke, Thomas

More Limehouse nights. 282 p. D [c. '21] N. Y., Doran \$1.90 n.

Eighteen stories of the Chinese quarter in London. One of these tales, "The Yellow Scarf," will shortly be produced in London as a opera, the music for which has been composed by Percy Colson.

Allen, Thomas William

The Homeric catalogue of ships; ed. with a commentary. 192+12 p. fold. maps O '21 N. Y., Oxford Univ. Press \$7.20

British Museum

Greek and Roman reliefs; [15 pictorial postcards in an envelope.] S (Set no. 47) '21 N. Y., Oxford Univ. Press 50 c. n.

Greek terracottas; [15 pictorial postcards in an envelope.] S (Set no. 46) '21 N. Y., Oxford Univ. Press 50 c. n.

Indian art; [15 pictorial postcards in an envelope.] S (Set no. 50) '21 N. Y., Oxford Univ. Press 50 c. n.

Portraits of the Roman emperors; [15 pictorial postcards in an envelope.] S (Set no. 49) '21 N. Y., Oxford Univ. Press 50 c. n.

Types of Greek and Roman statues; [15 pictorial postcards in an envelope.] S (Set no. 48) '21 N. Y., Oxford Univ. Press 50 c. n.

Burney, Charles Fox

The Old Testament conception of atonement fulfilled by Christ; with a criticism of Dr. Rashdall's Bampton lectures; a sermon preached before the University of Oxford on June 13, 1920. 20 p. O '21 N. Y., Oxford Univ. Press pap. 45 c.

Carpenter, Edward

Civilisation, its cause and cure; and other essays; newly enl. and complete ed. 11+272 p. D c. N. Y., Scribner \$2 n.

The first edition of this work was published in 1889.

Clark, John Jesse, and Crossley, T. L.

The manufacture of pulp and paper; v. 2, Mechanics and hydraulics, elements of electricity, elements of chemistry. 525 p. il. O '21 N. Y., McGraw-Hill \$5 n.

Cooke, Marjorie Benton

The cricket. no paging D (Copyright fiction) [19] N. Y., A. L. Burt \$1

Couchaud, Paul Louis

Japanese impressions; with a note on Confucius; tr. from the French by Frances Rumsey; with a preface by Anatole France. 17+155 p. O '21 N. Y., J. Lane \$2.50 n.

Partial contents: The Japanese quality; The lyric epigrams of Japan; Japanese patriotism.

Cross, Roselle Theodore

My mountains. 261 p. front. pls. D c. Bost., The Stratford Co. \$2.50 n.

Partial contents: First sight of mountains; Mountains as neighbors; How to see the mountains; Camping in the mountains; Canons and cliff dwellings; Mountain rhymes.

Dobson, Austin i. e. Henry Austin

Later essays, 1917-1920. 180 p. front. O '21 N. Y., Oxford Univ. Press \$3.25 n.

Dowdall, Mrs. [Mary Frances Harriet Bostwick]

Three loving ladies. 340 p. D '21 Bost., Houghton Mifflin \$2 n.

A humorous story with the plot laid in England, by an author new to the American public.

Duquesne, Ellen M.

Teddy Bear and his friends to dress; a something-to-do cut-out book. no paging col. pls. Q (Something to do books) [c. '21] N. Y., The Nourse Co. pap. 60 c.

Elgie, Joseph H.

Elgie's weather book for the general reader; with drawings by the author, numerous photographs, complete vocabulary, copious index. 12+251 p. D '20 N. Y., The Wireless Press, 326 B'way. \$2 n.

Partial contents: The atmosphere; Wind; Snow, hail and dew; Fog; Thunderstorms; Anticyclones, frost and thermometers; Halos and coronas; Supposed weather signs; Climate.

Ellsworth, Helen A.

Dolls in wonderland; cut-out book. no paging col. pls. Q (Something to do books) [c. '21] N. Y., The Nourse Co. pap. 60 c.

Elrington, H.

Page or prentice; [a story of home life during the Middle Ages, the period is that of the War of the roses, but not of the war.] 96 p. col. front. il. O (Herbert Strang's readers, grade 3) '21 N. Y., Oxford Univ. Press 60 c.

Fairlie, John Archibald

The national administration of the United States of America. 7+274 p. O '20 c. '05 N. Y., Macmillan \$2.75

Fleurbaey, Svend

Grim; the story of a pike; tr. from the Danish by Jessie Muir and W. Emmé; il. by Dorothy P. Lathrop. 186 p. front. D '21 c. '14-'21 N. Y., Knopf \$2 n.

The story of the life and adventures of a pike, of its struggles against its enemies and the contrivances of man.

George, Walter Lionel

Hail Columbia!; random impressions of a conservative English radical; il. by George Wright. 11+243 p. front. pls. O c. N. Y., Harper \$2.50 n.

The author tells just what he thinks of our institutions, our cities, women, and daily life.

Cleveland. Board of Education. Division of Publications

The school use of Cleveland's public library. 8 p. il. D '21 Cleveland, O., Board of Education pap. gratis

Croft, D. Elmer Eugene

That impelling something; [spirit power from the spirit world.] 64 p. D (Power books, no. 6) [c. '21] New Haven, Conn., [Author] pap. 35 c.

Dearborn (The) Independent

The international Jew, the world's foremost problem; being a reprint of a series of articles appearing in The Dearborn Independent from May 22 to Oct. 2, 1920. 5+235 p. D '20 Dearborn, Mich., The Dearborn Pub. Co. pap. 25 c.

Dunlop, J. P.

Silver, copper, lead and zinc in the central states in 1919; mines, various paging tabs. O (Dept. of the Interior, U. S. Geological Survey) '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Ebert, F. C.

Records of water levels in wells in southern California; prepared in co-operation with the Dept. of engineering of the state of California. 156 p. tabs. fold. chart, fold. map [in pocket] O (Dept. of

the Interior, U. S. Geological Survey; water-supply paper 468) Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Emge, Ludwig A.

A cytological study of the kidney cell in long continued hyperfunction with relation to hypertrophy and the mitochondrial apparatus. various paging Q (Univ. ser., medical sciences, no. 2) '21 Stanford University, Cal., Stanford Univ. pap. 75 c.

English, Walter Atheling

Geology and petroleum resources of north-western Kern County, California. 48 p. maps (part fold.) tabs. O (Dept. of the Interior, U. S. Geological Survey bull. 721) '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. 10 c.

Fogel and Beman, comps.

Summaries of Inheritance tax act of California, and the Estate tax law of the United States. 20 p. O [c. '21] Los Angeles, Cal., Blyth, Witter & Co., 521 Trust and Savings Bldg. pap.

Furnivall, Frederick James, ed.

The gild of St. Mary, Lichfield; being ordinances of the gild of St. Mary, and other documents. 82 p. O (The early English text society, extra ser. no. 114) '21 N. Y., Oxford Univ. Press \$6.75

Gleason, George

What shall I think of Japan? 284 p. front. (map) D c. N. Y., Macmillan \$2.25 n.

A study of Japan by a man who spent nineteen years as a resident of Japan, and who makes a plea for that country, that she may find her place among the family of nations.

Goddard, William

A neaste of waspes latelie found out and discovered in the Low-countrys, yealding as sweet hony as some of our English bees; printed in the Low countrys, 1615; reprinted with a biographical note by C. H. Wilkinson; [a facsimile reprint of the volume in the Worcester College Library.] no paging O (Tudor and Stuart library) '21 N. Y., Oxford Univ. Press \$8

Gosse, Edmund William

Books on the table. 10+347 p. D '21 N. Y., Scribner \$3 n.

Partial contents: The last years of Disraeli; The aristocrat in literature; Pascal and the Jesuits; The letters of Tchekhov; The essays of Mr. Lucas; Autobiography and Mrs. Asquith; The character of Fielding; Thackeray's daughter.

Graham, John William

The faith of a Quaker. 15+444 p. (10 p. bibl.) O '20 N. Y., Macmillan \$8.40 n.

A study of the Society of Friends, divided into four parts: 1, The Foundation; 2, The Founders; 3, The Superstructure; 4, The Outlook upon the World.

Gray, David

The boomerang. 307 p. D (Copyright fiction) [c. '18] N. Y., A. L. Burt \$1

Hague Peace Conferences

Instructions adressées aux délégués Américains aux Conférences de la Haye et leurs rapports officiels. 7+146 p. O (Carnegie endow. for international peace) '21 N. Y., Oxford Univ. Press \$1.50 n.

Hall, Wilbur

The salesman's kindergarten. 195 p. S c. N. Y., Knopf leath. \$2 n.

Partial contents: Let the seller beware; The art of buying; How is your approach?; The office routine of buying.

Hanshew, Thomas W. [Charlotte May Kingsley], and Hanshew, M. E.

The riddle of the purple emperor. 309 p. D (Copyright fiction) [c. '19] N. Y., A. L. Burt \$1

Hartley, Lawrence Arthur

Foreman training and factory management. 128 p. tabs. O c. '20 Lincoln, Neb., Woodruff Pr. Co., 1000 Q St. pap. \$1.25

Partial contents: Occupational analysis; Maintenance of order; Promotion of interest; Care of equipment; Labor turnover; Outside influences; Safety first; Purposes and aims of foreman training.

Hayes, Edward Cary

Sociology and ethics; the facts of social life as the source of solutions for the theoretical and practical problems of ethics. 8+354 p. D c. N. Y., Appleton \$3 n.

Partial contents: The creed of the incredulous; The nature of will; The ethical advantages of a natural science view of life; The social values as objects of knowledge, or the problem of the good; The social origin of the moral codes and the naturalistic interpretation of duty, or the problem of right and wrong.

Higginbottom, Sam

The Gospel and the plow; the old Gospel and modern farming in ancient India. 8+146 p. D c. N. Y., Macmillan bds. \$1.25 n.

Partial contents: Introduction to mission work in India; India's poverty and illiteracy; The cattle problem of India; The missionary's avocation; Jesus' example for such work.

Howarth, Osbert John Radcliffe

A commercial geography of the world; 2nd ed. 236 p. il. O (The Oxford geographies) '21 N. Y., Oxford Univ. Press \$1.80

Hughes, Charles Haynes, comp.

Handbook of standard details for engineers, draftsmen and students. 10+312 p. il. tabs. diags. charts c. N. Y., Appleton \$6 n.

A compilation of the standard types, dimensions, sizes, weights, etc., of the materials and manufactured parts used in the construction of machinery and engineering structures.

Humphris, Francis Howard

Electro-therapeutics for practitioners; being essays on some useful forms of electrical apparatus and on some diseases which are amenable to electrical treatment; 2nd ed., rev. and enl. 10+300 p. il. O '21 N. Y., Oxford Univ. Press \$7.50

Jaques-Dalcroze, Emile

Rhythm, music and education; tr. from the French by Harold F. Rubenstein; [with an introd. by Sir Henry Hadow] 17+334+16 p. front. (por.) pls. music O c. N. Y., Putnam \$3.50 n.

Partial contents: The place of ear training in musical education; Music and the child; Rhythm and gesture in music drama; and Music and the dancer; Rhythm, time, and temperament.

Jordan, Elizabeth Garver

The girl in the mirror. 297 p. D (Copyright fiction) [c. '19] N. Y., A. L. Burt \$1

Hague Peace Conferences

Rapports faits aux conférences de la Haye de 1899 et 1907 comprenant les commentaires officiels annexés aux projets de conventions et des déclarations rédigées par les diverses commissions qui en étaient chargées ainsi que les textes des actes, conventions et déclarations dans leur forme définitive et des principales propositions présentées par les délégués des puissances intéressées aussi bien que d'autres pièces soumises aux commissions avec une introduction de James Brown Scott. 25+952 p. O '21 N. Y., Oxford Univ. Press \$5 n.

Hall, Katherine Stanley, and Fairfield, Edith Nicholas

The child in the midst; a children's pageant.

8 p. O [c. '21] N. Y. and Cin., The Abingdon Press pap. 15 c.

Jones, Sir Robert

Injuries to joints; 2nd ed. 106 p. O (Oxford war primers) '20 N. Y., Oxford Univ. Press \$2

Orthopaedic surgery of injuries, by various authors; 2 v. 16+540; 8+692 p. O '21 N. Y., Oxford Univ. Press \$18

Klein, Harry Martin John, ed.

Lancaster's golden century; 1821-1921; a chronicle of men and women who planned and toiled to build a city strong and beautiful. 3+130 p. il. pl. pors. D '21 Lancaster, Pa., Hager & Bro. pap. 50 c. n.

Judge, Arthur William

Aircraft and automobile materials of construction; v. 2, Non-ferrous and organic materials; a treatise for aircraft, automobile, and mechanical engineers, manufacturers, constructors, designers, draughtsmen, students and others. 12+194 p. tabs. il. plans pls. diagrs. charts O '21 N. Y., Pitman \$9 n.

Partial contents: Aluminum and its alloys; Bearing metals etc.; Aeroplane fabrics and coverings; Dopes and varnishes; X-ray method of examining materials.

Kelsey, Carl, ed.

Present-day immigration with special reference to the Japanese. 232 p. tabs. map O (The Annals, v. 93, Jan., 1921) c. Phil., The Am. Academy of Political and Social Science, 39th St. and Woodland Ave. pap. \$1; \$1.50

The contents is divided into four parts. 1, Our relations to the Japanese and Chinese; 2, The Mexican immigrant; 3, Some factors affecting the assimilation of the immigrant; 4, Elements in an immigration policy for the United States.

Kidd, Walter

Initiative in evolution. 10+262 p. il. diagrs. O '20 N. Y., G. E. Stechert \$4.50 n.

Partial contents: The evolution of patterns of hair; Habits and hair of carnivores; Habits and hair of primates; Muscles; Innervation of the human skin.

Lane, Margaret Stuart

Stories of famous women. 94 p. col. front. il. O (Herbert Strang's readers, grade 4) '21 N. Y., Oxford Univ. Press 50 c.

Lenski, Lois Lenore

Dolls from fairy land cut-outs. no paging col. pls. Q (Something to do books) [c. '21] N. Y., The Nourse Co. pap. 60 c.

Leslie, Shane

Henry Edward Manning; his life and labours. 23+515 p. front. (por.) O '21 N. Y., P. J. Kenedy \$7.50 n.

This volume contains a number of unpublished letters between Manning and Cardinals Cullen, Wiseman and Vaughan, Archbishops Ullathorne and Walsh. The missing letters of the Talbot correspondence are supplied, and light is thrown on Manning's relations with Mr. Gladstone and statesmen of the time.

Lodge, Henry Cabot

The Senate of the United States; and other essays and addresses, historical and literary. 248 p. D c. N. Y., Scribner \$2.50 n.

Partial contents: New lamps for old; A great library; Value of the classics; Theodore Roosevelt; The Pilgrims of Plymouth.

Luke, Harry Charles

Cyprus under the Turks, 1571-1878; a record based on the archives of the English consulate in Cyprus under the Levant Company, and after. 10+281 p. fold. map O '21 N. Y., Oxford Univ. Press \$3.85

McCarthy, Justin Huntly

The golden shoe. 316 p. D c. N. Y., J. Lane \$2 n.

A romance which is the outcome of the romantic

enthusiasm of two young girls who exchange names, one of whom dies shortly, and the other finds herself in all kinds of trouble.

McKenna, Stephen

The education of Eric Lane. 287 p. D [c. '21] N. Y., Doran \$1.90 n.

A story of social life in London.

McLaughlin, R. P.

Oil land development and valuation. 200 p. il. S '21 N. Y., McGraw-Hill \$3 n.

McPherson, William, and Henderson, William Edwards

A course in general chemistry; 2nd ed. 12+737 p. front. (por.) diagrs. charts tabs. O [c. '13-'21] Bost., Ginn \$3 n.

Marcy, Mrs. Mary Edna Fabias

A free union; a one act comedy of "free love." 64 p. D c. Chic., C. H. Kerr & Co. pap. 50 c.

Marvin, Francis Sydney, ed.

Progress and history; essays; popular ed. 314 p. O '21 N. Y., Oxford Univ. Press \$3 n.

Merwin, Samuel

The passionate pilgrim. 403 p. D (Copyright fiction) ['19] N. Y., A. L. Burt \$1

Moll, Albert

The sexual life of the child; tr. from the German by Dr. Eden Paul; with an introd. by Edward L. Thorndike. 15+339 p. D '21 c. '12 N. Y., Macmillan \$2 n.

Moore, Frederick

The samovar girl. 306 p. D c. N. Y., Appleton \$2 n.

The story of the return to Siberia of a man who had spent his youth in America and finds the country and conditions changed beyond recognition, excepting the samovar, the hum of which is in every house. Love, adventure, and revenge play prominent parts in the plot.

Morecroft, John Harold

The principles of radio communication. 10+935 p. il. O '21 N. Y., Wiley \$7.50 n.

Mundy, Talbot

Guns of the gods; a story of Yasmini's youth; il. by J. Clement Coll. 359 p. front. pls. D [c. '21] Indianapolis, Ind., Bobbs-Merrill \$2 n.

A story of India, in which there is adventure, love and mystery of hidden treasure.

Murray, Gilbert i.e. George Gilbert Aimé

The problem of foreign policy; a consideration of present dangers and the best methods for meeting them. 27+125 p. (134 p. bibl.) D c. Bost., Houghton Mifflin \$1.50 n.

Partial contents: Germany and France; 1., The predicament of Germany, 2., The position of France, 3., The solution; The East—Syria, Mesopotamia, Egypt, and India; Pre-war and post-war causes of strife, 1., Armaments; 2., Markets and food; The League of Nations.

Madan, Arthur Cornwallis

Swahili [Zanzibar] grammar; 2nd ed. 62 p. O '21 N. Y., Oxford Univ. Press pap. \$1.35

Moseley, William H.

Mexico to-day; as seen by our representative on a hurried trip completed October 30, 1920. 26 p. O N. Y., The American Exchange National Bank, 128 B'way. pap. gratis

Nayan, pseud. [Nayan Cleaver]

Nayan dolls no. 1; to cut out and dress. no paging col. pls. Q (Something to do books) [c. '21] N. Y., The Nourse Co. pap. 60 c.

O'Donovan, Gerald

Conquest. 343 p. D c. N. Y., Putnam \$2 n.

A story of Ireland, humorously told, with a love story threaded into the plot.

Ohrenschall, Helen E.

Playroom toys to cut-out. no paging col. pls. Q (Something to do books) [c. '21] N. Y., The Nourses Co. pap. 60 c.

Ovid, Publius Ovidius Naso

P. Ovidi Nasonis fastorum, liber 3; ed. with an introd. and commentary by Cyril Bailey. 142 p. front. il. O '21 N. Y., Oxford Univ. Press \$2

Parrish, Randall

Comrades of peril. 349 p. D (Copyright fiction) [c. '19] N. Y., A. L. Burt \$1

Patrick, Diana

The islands of desire; a novel. 319 p. D [c. '21] N. Y., Dutton \$2 n.

A novel showing the fateful results of a hasty marriage upon the second generation.

Patterson, Austin McDowell

French-English dictionary for chemists. 19+384 p. O '21 N. Y., Wiley \$3 n.

Phillpotts, Eden

Orphan Dinah. 433 p. D '21 c. '20-'21 N. Y., Macmillan \$2.50 n.

The romance of a brave, quick-witted, passionate and determined country woman of Dartmoor.

Quayle, William Alfred

Books as a delight. 42 p. nar. D [c. '21] N. Y. and Cin., Abingdon Press pap. 35 c. n.

Short sketches about books and lovers of books.

Quintana, Manuel José

Quintana, El Cid y Guzmán el Bueno. 47 p. O (Oxford Spanish plain texts) '21 N. Y., Oxford Univ. Press 70 c.

Quintana, El Cid and Guzmán el Bueno; with introd., notes, and vocabulary by Jose Pla. 28+116 p. D '21 N. Y., Oxford Univ. Press \$1.60

Ries, Heinrich, and Watson, Thomas L.

Elements of engineering geology. 5+365 p. il. O '21 N. Y., Wiley \$3.75 n.

Ritherdon, Robert, ed.

Dues and port charges on shipping throughout the world; a manual of reference for the use of shipowners, shipbrokers, and shipmasters; 16th ed.; [previous editions ed. by G. D. Urquhart.]; 3 v. various paging O '20 N. Y., C. S. Hammond & Co., 30 Church St. \$35

Rose, W. D.

Physical diagnosis; 2nd ed., [rev.] 736 p. il. pls. diagrs. forms O '21 c. '17-'21 St. Louis, Mo., C. V. Mosby \$8.50 n.

The text of this volume has been largely rewritten and supplemented by new material in order to cover the recent advances in the subject. The chapter on X-ray as an aid in diagnosis has been revised and amplified by Dr. Dudley E. Mackey.

Sanderson, Ezra Dwight, and Peairs, Leonard Marion

Insect pests of farm, garden and orchard; 2nd ed., rev. and enl. 6+707 p. il. O '21 N. Y., Wiley \$4.50 n.

Sheffield, Herman Bernard

Diseases of children; designed for the use of students and practitioners of medicine. 978 p. il. pls. (part col.) charts tabs. O c. St. Louis, Mo., C. V. Mosby \$9 n.

This volume embodies the latest knowledge of the theory and practice of the disease of infancy and childhood. The book is divided into fourteen sections, so as to correspond to the modern conception of the causation of the diseases in question.

Smith, Charles Frederick

The testing of continuous current machines; the main principles and practice of efficiency and output tests on C. C. generators, motors, and motor-generators; with examples from practice for students and engineers. 10+102 p. diagrs. tabs. S (Pitman's technical primers) '21 N. Y., Pitman \$1

Tabb, Jennie Masters

Father Tabb; his life and work; a memorial by his niece; introd. by Dr. Charles Alphonso Smith. 9+174 p. front. (por.) il. pls. D c. Bost., The Stratford Co. \$1.50 n.

A study of the personality of the poet-priest of Virginia. The volume also contains all of his best poems.

Smithsonian Institution

Explorations and field-work of the Smithsonian Institution in 1920. 126 p. front. (fold. pl.) il. pls. O (Smithsonian miscellaneous collections, v. 72, no. 6; pub. 2619) '21 Wash., D. C., Smithsonian Institution pap.

Southern Alluvial Land Assn.

The call of the Alluvial empire; containing authentic information about the Alluvial region of the lower Mississippi Valley, particularly the states of Arkansas, Tennessee, Mississippi and Louisiana. 64 p. front. pors. pls. (part fold.) O [c. '19] Memphis, Tenn., Southern Alluvial Land Assn. pap. gratis

The west side delta; containing authentic information about the super-soil region of eastern Arkansas and eastern Louisiana; two important parts of the Alluvial empire. 64 p. front. (map) pls. (part

fold.) pors. O [c. '20] Memphis, Tenn., Southern Alluvial Land Assn. pap. gratis

The Yazoo-Mississippi delta; containing authentic information about the super-soil region of north-west Mississippi, an important domain of the Alluvial empire. 64 p. front. (map) pors. pls. (part fold.) map O [c. '20] Memphis, Tenn., Southern Alluvial Land Assn. pap. gratis

Speck, Frank Gouldsmith

Decorative art and basketry of the Cherokee. various paging tab. pls. O (Bull., v. 2, no. 2) Milwaukee, Wis., Public Museum of the City of Milwaukee pap. gratis

Stewart, George

Potato improvement by hill selection. 28 p. il. charts tabs. O (Bull. 176) '20 Logan, Utah, Utah Agric. College, Experiment Station pap.

Tagore, Sir Rabindranath [Ravindrantha Thakura]

The wreck. 347 p. D c. N. Y., Macmillan \$2.25 n.

A Hindu romance into which is woven adventure and treachery.

Terrill, Lucy Stone

A thing apart. 299 p. D [c. '21] Indianapolis, Ind., Bobbs-Merrill \$1.75 n.

A love story of a girl of today.

Thomas, Henry

Spanish and Portuguese romances of chivalry; the revival of the romance of chivalry in the Spanish peninsula and its extension and influence abroad. 6+335 p. (5 p. bibl.) O '20 N. Y., Macmillan \$10 n.

The Norman MacColl lectures which were delivered in the University of Cambridge during the spring of 1917.

Veblen, Thorstein B.

The engineers and the price system. 169 p. D c. N. Y., Huebsch \$1.50 n.

Partial contents: On the nature and uses of sabotage; The industrial system and the Captains of industry; On the danger of a revolutionary overturn.

Ward, Mrs. Justine Bayard Cutting

William Pardow of the Company of Jesus. 14+274 p. front. (por.) O '21 c. '14 N. Y., Longmans, Green \$2 n.

Wadsley, Olive

Possession. 439 p. D (Copyright fiction) [c. '17] N. Y., Burt \$1

Walter, William Wilfred

The unfoldment. [Christian Science.] 206 p. D [c. '21] Aurora, Ill. [Author] \$1.75 n.

Warren, Howard Crosby

A history of the association psychology. 9+328 p. (1034 p. bibl.) O [c. '21] N. Y., Scribner \$3.50 n.

Partial contents: Associationism; Mental association from Plato to Hume; John Mill and the later associationists; Experimental studies of association; The associational analysis of mental states.

Taylor, Lucien E., comp.

A list of books on modern Ireland in the public library of the city of Boston; [a bibliography including important books published since the first Home rule bill to the recent development of Ireland in its political and economic aspects, and its literary revival.] 90 p. O '21 Bost., Boston Public Library pap.

Tennessee. Laws, Statutes, etc.

Baldwin's cumulative code supplement, Tennessee, 1920, supplementing and continuing Thompson's Shannon code, 1917, and Shannon's code, 1917, comp. and ed. by Neal B. Spahr; annotations by Charles B. Seymour. 2+798 p. O '20 Louisville, Ky., The Baldwin Law Bk. Co., Inc. buck. \$12.50 n.

Trowbridge, Alexander B.

An architectural monograph on the Greek revival in Owego and nearby New York towns. 16 p. front. il. pls. Q (The white pine ser. of architectural monographs, v. 7, no. 3) [c. '21] N. Y., Russell F. Whitehead, 132 Madison Ave. pap. gratis

Whitehead, Russell F.

An architectural monograph devoted to a com-

Warren, William Henry

Engineering construction; pt. 2, In masonry and concrete. 13+498 p. O (Civil engineering ser.) '21 N. Y., Longmans, Green \$12 n.

Partial contents: Limes, cements, mortar; Reinforced concrete floors in warehouses, buildings, and decks of bridges; Retaining walls; High masonry dams; Abutments and piers; Foundations.

Watson, Robert

The girl of O. K. Valley. 297 p. D (Copyright fiction) [c. '19] N. Y., A. L. Burt \$1

Widdemer, Margaret [Mrs. Robert Haven Schauffler]

You're only young once. 313 p. D (Copyright fiction) [c. '18] N. Y., Burt \$1

Wilson, Romer

The death of society; a novel of tomorrow. 303 p. D [c. '21] N. Y., Doran \$2 n.

The story of the strange atmosphere which envelopes a family group living in a Norwegian chalet, where they are living in seclusion until they find a new earth where falsity and viciousness shall be eradicated. The chance visit of a stranger is responsible for many changes.

Woodward, A. S.

Manual of medicine; 2nd ed.; [a revision, with many additions and alterations of the text, including the discoveries and new advances made during the war.] 14+488 p. col. pls. O '21 N. Y., Oxford Univ. Press \$5.50

Wright, Bruce

Moments of devotion. 109 p. S [c. '21] N. Y. and Cin., Abingdon Press 75 c. n.

A book of short prayers.

Wylie, Ida Alena Ross

Rogues & Company. 232 p. D c. N. Y., J. Lane \$1.75 n.

A comedy of a man who has a lapse of memory and who is claimed by various people, in different stations of life, as a relative, therefore causing many complications.

parative study of a group of early American doorways; with notes by Aymar Embury, 2nd. no pag. front. il. pls. Q '21 (The white pine ser. of architectural monographs, v. 7, no. 2) N. Y. [Author], 132 Madison Ave. pap. gratis

Wiancko, Alfred Theodor, and Cromer, C. O.

Soybeans in Indiana. 16 p. tabs. il. O (Bull. no. 238) Lafayette, Ind., Purdue Univ., Agric. Experiment Station pap.

Wilcox, Delos Franklin

Working capital in street railway valuation. 24 p. O '20 Phil., The American Academy of Political and Social Science pap. 25 c.

Wilson, Samuel Mackay

A review of "Isaac Shelby and the Genet mission" by Dr. Archibald Henderson. 52 p. O '20 Lexington, Ky., [Author] pap. priv. pr.

Wold, Henry Cecil Kennedy

English philology in English universities; an inaugural lecture delivered in the Examination schools on Feb. 2, 1921. 46 p. O '21 N. Y., Oxford Univ. Press pap. \$1.15

The Publishers' Weekly

62 West 45th Street, New York

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100 copies at	12 cents per copy
250 " "	11 " " "
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Write early as the list is printed only for advance orders and cannot be furnished in quantities after July 15th.

The Publishers' Weekly

Rare Books, Autographs and Prints

A copy of the Kilmarnock edition of Burns's "Poems," with thirty-three pages of verses by Burns in the handwriting of Mrs. Dunlap inserted at the end, was recently sold at McDowell's in Edinburgh for £505.

The publication of the index of the first ten years of *Book Auction Records* is now held up awaiting thirty-five additional subscriptions, at £3 3s. each, which are needed to complete the 200 regarded as the minimum limit necessary for its publication.

A de luxe edition of O. Henryana, limited to 377 copies, has been issued by Doubleday, Page and Company. It is a collection of stories and verse which never have appeared in book form, and contains, among other interesting fragments, the "Crucible," a lyric originally intended for musical comedy.

The famous Calvert collection of books, manuscripts, pamphlets and broadsides relating to Australia, New Zealand and the South Seas, containing 1023 lots, forming the most complete collection concerning Australia that has ever been brought together, has just been bought by Charles J. Sawyer, the London rare book dealer, and is being offered en bloc for £2,500.

Part I of Vol. XVIII of *Book Auction Records*, founded by the late Frank Karslake and now published by Henry Stevens Son and Stiles of London, containing 4,783 records of prices brought at sales in London, Edinburgh, Glasgow, Dublin and New York, bringing the records of the present season up to the middle of December, has just been published.

Vol. XXVI of the "American Book Prices Current," containing the record of the season of 1919-20, long since over due, will be published early in September. The delay is due to trouble with printing strikes in two successive years during the period of publication.

The members of the Gilbert White Fellowship in England have resolved to celebrate the bicentenary of the birth of the distinguished naturalist, which occurred July 18 last year, by erecting a permanent memorial at Selborne and by undertaking a regional survey of the parish rendered famous by "The Natural History of Selborne."

The growing popularity of James McNeill Whistler is shown in the steady advance in price of the Grolier Club publication of his "Etched Work" by Edward C. Kennedy, published in 1910, which is listed in the current catalog of a New York bookseller at \$800 and which it is predicted will advance to \$1,000 in the near future.

The annual meeting of the Biographical Society of America is being held at Swampscott, Mass. this week along with the meeting of the American Library Association. The session will be devoted entirely to a consideration of the photostat in bibliographical and research work, after the routine business has been dispatched.

All reports agree that American dealers are finding it difficult to get desirable stock in London at satisfactory prices. The demand for first editions of Conrad, Moore, Masefield, Hardy and other modern authors is one of the outstanding developments of the times. Prices are higher in England now than they have recently been in this country. This, of course, means that there will be some sharp advances here when the fall season opens.

Harvard University has come into possession of the original manuscripts of three poems by Alan Seeger, a gift from his mother, which have been placed in the Treasure Room. The manuscripts which include the poems "The Aisne," "The Host," and "I Have a Rendezvous with Death," were written at the front on both sides of the paper with a pencil and have been handsomely bound by Mary Crease Sears of Boston.

The sale of the Bruton Library at Sotheby's June 9 and 10, if cabled prices are any fair indication, was a great success. The copy of Dickens's "Pickwick Papers," in the original parts, said to be one of the finest copies known, brought £1,910 which breaks all auction records; Charles Sessler of Philadelphia was the buyer. Mr. Sessler also bought another copy of "Pickwick" for £102 containing Dickens's autograph written in May, 1870, the last day he was in his office.

"Among American visitors to this country is Mr. Charles Sessler of Philadelphia," says the *Bookman's Journal*, "Mr. Sessler, like Dr. Rosenbach, is very optimistic about the rare book trade. He regards the high prices now being realized as a sound indication and is of the opinion that they will be maintained. Book collectors, he says, are increasing in numbers in America. This is particularly so in regard to small collectors, who, at first, are only concerned with the 'ordinary so-called rarities' and who in many cases develop their collections and became keen and scholarly specialists."

The newly reorganized firm of J. & J. Leighton, Ltd., of London, has just issued a new catalog of early printing quite up to the pre-war standard of this famous bookshop. It enumerates 86 separate incunabula beside many unusual publications of the 16th century Continental presses. There are a dozen, or more, lots of English presses prior to 1600

and a much larger number from the immediately succeeding years. The local printers of Edinburgh, Aberdeen, Glasgow, Oxford and Cambridge are all represented. There are also many fine old bindings, some with arms of bibliophiles, including one with Grolier's autograph. The outstanding lot is a fine manuscript Book of Hours, once owned by Marguerite de Lorraine (Dame de Blamont, 1398-1469) written in France in the 15th century with thirteen fine miniatures in addition to beautiful initials and decorations which adorn every page.

One of the most remarkable collections of books in the world is said to be the Tsu Ku Tschuan collection in Peking consisting of selected works from the flower of Chinese literature. It consists of books on all subjects and is regarded as the treasure house of Chinese culture and civilization. The main section of the library is in Peking and contains 5,482 volumes of classics, 9,476 volumes of history, 9,055 volumes of philosophy, 12,262 works on miscellaneous subjects, making a total of 36,275 volumes, with altogether 4,561,804 pages. The books were written exclusively by hand. The gigantic task of bringing out this edition was performed from 1863 to 1875 under the patronage of Emperor Khian Lung, who appointed a staff of scholars for this purpose. At the suggestion of the University of Paris the Chinese government has agreed to print 200 sets of the complete collection, sixty of which are to come to America, sixty to Europe, and eighty will be distributed in China.

On June 28, 29 and 30 printed books and illuminated and other manuscripts, comprising the property of Sir John Trelawny, the late Rev. N. C. S. Poynt and Maj. Gen. L. C. Dunsterville, will be sold at Sotheby's in London. Among the rarer items are Higden's "Polycricon," 1482, first edition; the first complete English translation of the "Imitatio Christi," 1535; Sidney's "Arcadia," 1590, first edition; Bunyan's "Pilgrim's Progress," 1678, first edition; an important collection of books printed on vellum including the Pembroke copy of Macrobius, 1472 and the Vernon copy of "Tewdr-annackh," 1717; Grolier's copy of Macrobius, 1535, and numerous other books in fine bindings, together with some scarce first editions of Rudyard Kipling and other modern authors.

The French rare book market, judging from the prices books are bringing, is in a fairly prosperous condition. Ready buyers are found for exceptional lots at what is generally regarded as a high price. Baudelaire first editions are keenly sought after, a copy of "Les Fleurs du Mal," 1857, in the original covers, one of ten copies printed on Dutch handmade paper, originally costing six francs, brought 16,000 francs in the recent sale of the Gompel library. In another sale in Paris one of three known manuscripts of Alfred de Musset, "Une Soubrette d'Autrefois" with unpublished

verses realized 13,000 francs. A first edition of Gus-Flaubert's "L'Education Sentimentale," 1870, with four autograph letters of the author, sold for 5,150 francs.

The working library of the late James G. Huneker, the well known music critic and writer on music, will soon be transferred to the New York Public Library. The collection contains about 600 volumes, and, altho quite miscellaneous, is strongest in books on music and modern French writers. The books were all bought for use and show it, many having interesting inscriptions and notes and dog's ears are by no means uncommon.

Autograph letters, historical documents and literary manuscripts embracing a portion of the correspondence of Col. Winthrop Sargent, governor of Mississippi Territory, was sold by Stan V. Henkels, in Philadelphia, June 23. The collection included much material concerning the Purchase of Louisiana, fine letters of the presidents, generals in the Revolution, War of 1812, and Civil War, members of the Continental Congress and statesmen of the republic and many fine literary letters including those by Thackeray and Dickens.

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A second-hand copy of the U. S. Catalogue, 1912-17.

Arcade Book Shop, 223 N. 8th St., St. Louis, Mo.

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The Booklist, 78 E. Washington St., Chicago

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The Book Shop, Woods Hole, Mass.

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Hart, W. O., Democratic and Other Conventions,
1916.
Livermore, Condensed History of Cooperstown, 1862.
Meyer, Junior Manual by J. Baldwin, 1915.
Millett, George Fuller, Life and Works, 1886.
Munro, History of Middle Ages, Appleton.
Parsons, Religious Chastity, Macaulay Co., 1913.
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Princess de Lambelle, B. C. Hardy, London, 1908.
The Hour Has Struck, Morgan.
Gosselin's Tribunal of Terror, trans. by Lees.
Dictionary of Foreign Phrases and Classical Quota-
tions, Jones.
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I. M. Barker, Colleges in America, 1894.
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G. C. Broderick, History of University of Oxford,
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N. M. Butler, The Meaning of Education.
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in History of Education, 1920.
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Davidson, Aristotle.
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Mullinger, History of the University of Cambridge,
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C. A. Nelson, Analytical Index to Vols. 1-25 Educational
Review, N. Y., 1904.
Newman, J. H., University Sketches.
The Octocentenary of University of Bologna, Edinburgh,
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N. Porter, American College and the American
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Zimmerman, Die Universitäten in den Vereinigten
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Who's Who in America.
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Brooklyn Museum Library, Eastern Parkway and
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National Academy of Sciences, Proceedings, New
Ser., v. 3-6.

Journal, Am. Inst. of Architects, Nov. and Dec.,
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Sawyer, Odorographia, 1895, Perfumes.

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Arctic Blue Book, London, Eng. Gov. pub.

Anstey, Tourmaline Time Checks, Appleton.
Smith, Dict. Gk. and Rom. Antiq., 2 vols., ed. by
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 Columbia Univ. Studies: Thompson's Reconstruction in Ga.

Lossing, Cenotoph, 1885; Empire State Compendius Hist. of Commonwealth of N. Y.; Great Family; Hist. of Amer. Industries; Hist. of New York City; Mary and Martha; New World; Pictorial Desc. of Ohio; Primary Pictorial Hist. of U. S., 1857; The Ohio Book; Amer. Centenary, Phila., 1876.

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 Amer. Mag., N. Y., August, 1788.

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 Saturday Evening Post, Jan. 3, 1920.
 Carlyle, Thomas, Letters Addressed to Wm. Montague and B. W. Proctor, 1907, Lakeland, Mich.
 Headlam, J. W., History of the Twelve Days, Scribner, 1915, 2 copies.
 Stetson, F. L., Some Legal Phases of Corporation Financing, Macmillan, 2 copies.

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Argyle, Reign of Law.
Benson, Cat. of Etchings.
Boston Cat. of Sale at Deacon House, 1871.
Brady, Kedge Anchor.
DeVinne, Hist. of Printing.
Haggard, Ayesha.
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Jokai, Eyes Like the Sea.
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Steele, Robt., One Man.
Tyson, J. A., The Stirrup Cup.
Wendell, Barrett, Cotton Mather.
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Genealogies: Cady, Descend. of Nicholas; Graham Memoirs, 1908; Hurlburt, Descend. of Thomas; Rogers Family in England, N. Y., 1911; Scott Family, 1896.

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People's Magazine, 1912.

Harvard Co-op. Soc., Harvard Sq., Cambridge, Mass.

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Burrough, Whitman as Poet and Person.

Early History of the University of Virginia as

Contained in the Letters of Thomas Jefferson and Joseph C. Cabell, Richmond, 1856.

Hardy's Dynasts.

Bronte, Wuthering Heights.

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Himebaugh & Browne, 471 Fifth Ave., New York

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Memoirs of the Famous Comedian, Charles Macklin,

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Gould & Pyle, Anomalies and Curiosities of Medicine.

Jackson, Yearbook of Ophthalmology for 1907, vol. 5.

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John L. Reed, William Reed of Weymouth.

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Jew Gypsy and El Islam, Sir Richard Burton pub.,
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T. Warburton, 15 Humphrey St., Cheetham Hall, Manchester, England

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Carter, Law, Its Origin, Growth and Development.
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 Bulletin no. 20, Water Power of Wisconsin, L. S. Smith, 1908.

Bulletin no. 8, The Baraboo Iron-Bearing Districts of Wisconsin, S. Weidman, 1904.
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Bulletin no. 26, Geology and Industries of Wisconsin, Whitbeck, 1913.
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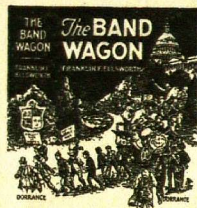
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Formerly of Bullocks, Los Angeles, will endeavor to dispose of the Motion Picture rights of published books.

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A complete Educational Book Index will be issued in the **PUBLISHERS' WEEKLY** of July 23rd. Booksellers will please take note and order in advance what copies they may need for their customers among educators.

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No, there is nothing mysterious or illegitimate about reader-interest dividends from investments in *The Chicago Daily News* book-advertising.

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The Daily News	24,762	lines
Tribune	23,873	"
Post	17,405	"
Herald-Examiner	6,200	"
Journal	554	"
American	73	"

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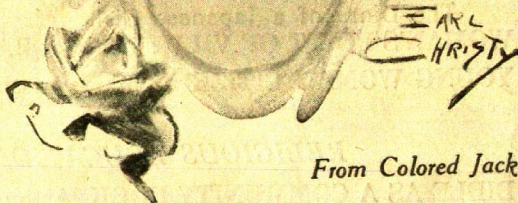
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